

COMPANY X (acquired by XXX Distribution)—Some City, CA

2002–2008

Co-Founder, President, Director of Marketing

Founded and operated a specialty print publishing startup that created gifts, games, and guides featured in *The Wall Street Journal*, *NY Times*, *Food & Wine*, and *Entrepreneur* and showcased in a national TV, print and radio ad campaign for OPEN by American Express. Oversaw all aspects of product development for 35 titles. Managed marketing and demand generation as well as sales/channel management, licensing, and distribution through Chronicle Books.

Innovated a new category with our first product, Product X. Landed contract with exclusive gift sales agency that sold the product into coveted retailers including MOMA NY, MOMA SF and top wineries.

CONSULTING FIRM X—Some City, CA

2001

Management & Internal Communications Consultant

Provided consulting and advisory services that helped companies improve their workplace culture and communications. Evaluated companies applying for inclusion in *Fortune Magazine's* "100 Best Companies to Work for in America."

TECH FIRM XYZ (acquired by Other Tech Firm)—Some City, CA

1999–2000

Alliance Manager (2000)

Secured and managed strategic alliances with several tech firms that resulted in additional \$15 million in sales pipeline for venture-backed provider of online sales and configuration software. Offered key role at XXX upon acquisition.

Product Manager (1999)

Oversaw development and marketing of company's analytics solution as first project upon hire. With no experience in this type of product and only one live customer, convened and managed team to develop and release beta version of product in nine months. Created all outbound sales and marketing materials.

BIG 4 CONSULTING COMPANY—Some City, CA

1995–1999

Solutions Manager, Customer Connections (CRM) Practice (1998–1999)

Played key role in launch of CRM practice and its growth from 15 consultants to over 150 CRM practitioners in U.S. and Europe. Oversaw development of best practices knowledge base, implementation methodology, and thought leadership. Built training curriculum for E&Y consultants, alliance partners, and clients.

Consulting Manager/Senior Consultant (1995–1998)

Provided process design and functional IT consulting in call center and customer service arenas. Worked primarily with high tech and telecom clients such as HP, Sprint PCS (Mobile), and former "Baby Bells" such as Ameritech and Pacific Bell (now AT&T). Generated over \$2M in sales.

EDUCATION

Master of Business Administration (MBA), Marketing Emphasis, **XXX University**

Bachelor of Arts (BA), Political Science/International Relations, **University of XXX**

SKILLS

Sales & Marketing: Marketo, Eloqua, Salesforce, Oracle Sales Cloud, and Seismic **CMS:** WordPress, Joomla, and basic HTML **SEO / SEM / Social:** Google Analytics, AdWords, AdRoll, LinkedIn advertising, and HootSuite

AWARDS & RECOGNITION

XXX Award won by Tech Firm in 2018, 2017, 2016, 2015, and 2014.

XXX Award women's entrepreneurship award, 2005.

Featured speaker at 20–30 conferences including Seismic SHIFT, Intrigue Summit, OAUG Collaborate, Women's Leadership Exchange, and Commonwealth Club. Moderator of more than 40 public and internal webinars.

AFFILIATIONS

SF Agile Marketing, Seismic Select Customer Advisory Board (founding member), Eloqua Topliners, Marketo User Group, MartechTribe Review Panel, and Product Marketing Alliance