

Jessica Claire

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Professional Summary

Highly effective leader with a relentless drive for results. Proven success motivating cross-functional teams (sales, marketing and delivery) through influence and mutual trust.

Skills

- Results-oriented
- Business development
- Team player
- Budgeting and forecasting
- Recruitment and talent development
- Excellent negotiation skills
- Management collaboration
- Excellent communication skills
- Personnel management
- Process improvement

Work History

- 07/1998 to 06/2001

Consultant
Bdo – Tampa Bay, FL
LSG Sky Chefs

 - Coordinated \$800,000 budget, consulting and client personnel and eight-month work plan
 - Developed a comprehensive training curriculum and course materials to meet the training needs of a global client community
 - Led training needs assessment for web based training solution
 - Successfully deployed web based training to 15 key operations units
 - Developed and supervised execution of project Communication and Deployment Plans
 - Conducted focus groups and monitored web usage to ensure end user adoption/satisfaction
 - Led “Train the Trainer” training delivery at client locations nationwide

CITGO Petroleum

 - Successfully planned and executed full customer data conversion from legacy system to SAP
 - Designed new business processes for Sales Support organization to support transition to SAP
 - Deployed new business processes and delivered face-to-face training on new operational procedures
- 11/2001 to 04/2003

Associate Director of Sales and Marketing, Health & Safety Department
Swope Health – Kansas City, KS

 - Directed team members (full-time and volunteer) in the consistent achievement of sales goals through inside sales, health fairs, corporate promotional events, and trade shows
 - Managed development, distribution, and evaluation of marketing materials (print and electronic)
 - Provided senior management with market trend and sales performance analysis, including strategic recommendations
 - Streamlined Sales and support staff processes to reduce operating costs
 - Managed designed, development, and enhancements of online product sales and online course registration, resulting in a 10% increase over previous year
 - Implemented targeted segment direct mail campaigns for existing and prospective customers
 - Collaborated with Development, Disaster Services, and other departments to enhance the visibility of Health & Safety training in the community
- 06/2003 to 04/2004

Marketing Manager, TexasOnline e-Filing for Courts
Barrett Business Services – Corvallis, OR

 - Led Marketing team for joint SaaS collaboration between Microsoft, the State of Texas, and BearingPoint
 - Drove customer adoption of e-Filing for Courts among civil courts across Texas through individualized, high touch sales cycles
 - Drove awareness among end users (attorneys) of electronic filing capabilities for court documents using events, print campaigns, and personalized presentations
 - Assisted attorney-facing partner marketing efforts to drive e-Filing for Courts adoption
- 04/2007 to Current

Owner
SG2 Communications Inc. – City, STATE

B2B marketing consulting services for software and IT services providers. Messaging strategy, collateral creation (white papers, solution sheets, case studies), and campaign follow-up. Clients include
- 05/2004 to 03/2006

Marketing Manager
Catapult Systems – City, STATE

 - Grew localized marketing efforts into corporate marketing program including marketing communications, lead generation, and public relations
 - Maximized alignment with primary partner (Microsoft) marketing objectives and resources
 - Supported geographically dispersed Sales team
 - Generated sales leads through in-person events and trade shows
 - Partnered with clients to develop client testimonials including case studies, print ads, and reference able quotes
 - Led creation of centralized reference and experience project database to significantly expand pre-sales capabilities
 - Managed Microsoft competency certification process
- 09/2012 to 09/2013

Director, Interactive Business Unit
Catapult Systems – City, STATE

 - Built User Experience practice responsible for \$1.2m in annual revenue
 - Managed P&L to exceed utilization and profitability targets consistently
 - Overcame significant long-standing internal resistance to User Experience concepts to achieve adoption of UX as a core part of Catapult's delivery methodology
 - Established Catapult's first centralized business model working with regional General Managers, Delivery Managers, Account Executives, and Technical Leads
 - Drove Customer Acquisition & Sales wins through account strategy planning, sales presentations, and statement of work development
 - Created internal and external UX Practice messaging and sales tools
 - Mentored UX architects, visual designers, front end developers, delivery managers project managers and technical leads
- 10/2013 to Current

Director, US Delivery Center
Catapult Systems – City, STATE

 - United User Experience (UX), Infrastructure, Information Worker and Application Development resources to form centralized delivery center
 - Established and maintained strong relationships with General Mangers and Delivery Managers across the organization to drive high resource utilization
 - Partnered with delivery leaders and customers to create win-win resolutions to delivery/resource issues
 - Worked daily with Recruiting, Human Resources, Accounting and Professional Development to strengthen US Delivery Center

Education

BBA: Finance
The University of Texas at Austin - Austin, TX

Master of Arts: Integrated Marketing Communication
Emerson College - Boston, MA