

SUMMARY

Strategically focused Marketing Executive and Educator with ability to develop best practices for sales, marketing and alliances. Proven capability to leverage skills to develop and deliver educational programs for broad audiences including traditional students and business executives. Proven ability to create collaborative relationships at all organizational levels enabling initiation of new programs, and accessing new markets and new channels. Successful program manager who leads internal and external teams to achieve objectives. Excellent presentation skills.

EXPERIENCE**University of Illinois – Chicago****2012-PRESENT**

- Adjunct Lecturer - Marketing

Keller Graduate School of Business**2003-PRESENT**

- Visiting Professor of Marketing Keller Graduate School of Business
- Subject Matter Expert- New Product Development, Marketing Research

Benedictine University College of Business**2010-PRESENT**

- Adjunct Professor- Consumer Behavior, Entrepreneurship
- Adjunct Professor- Asia Institute
- Earning teaching certificate

CONSULTANT**2005-PRESENT****Select Projects:**

- Faculty American Management Association
- Adjunct Faculty Schulich Graduate School of Business, York University
- Adjunct Faculty Kendall College School of Business

Association of Strategic Alliance Professionals**Certification Program Director**

- Launched New Professional Certification Program: developed and implemented processes, delivered training, managed alliances and developed new products resulting in 15% of membership achieving certification in the first 6 months
- Formed first alliance with higher education institution, resulting in Center of Excellence in Alliance Management at York University-Schulich Graduate School of Business.
- Delivered Certification of Achievement-Alliance Management Test Preparation Workshops

Interim Senior Vice President of Development

- Secured Microsoft and Abbott as Global Sponsors

SPSS, INC, Chicago, IL**2003 - 2005**

Global provider of predictive analytics technology and services

Vice President – Global Alliances

Developed strategy and led a team of alliance professionals responsible for relationships with systems integrators (Bearing Point & Accenture) , consulting firms and technology partners.

- Created infrastructure and reengineered communication processes and delivery methods to focus and optimize resources on the most strategic initiatives
- Received Most Valuable Player Award by creating a new, profitable Partner program which created additional value for partners and collaborative opportunities for the sales organization
- Evangelized and positioned joint value propositions with partners and internal stakeholders
- Lead deal and pipeline review with sales and partner teams

STRAT ALIGN, LLC, Chicago, IL**2002 - 2003**

Consulting firm providing technology services and hosting

President

Principal in a start-up company that provided technology solutions to mid-size organizations

BCE-TELEGLOBE COMMUNICATIONS CORP., Reston, VA **2001**
Global telecommunications company providing capacity, private networks and managed services to carriers and enterprise clients (organization ceased operations)

Vice President – Partner Marketing, Chicago, IL

Reporting to Division President, initiated partner marketing strategy leading management team and individual contributors in identifying and developing joint marketing initiatives with systems integrators, technology and referral partners for managed services and enterprise networks.

- Integrated business objectives of multiple Teleglobe organizations; met executives of partner companies to understand their objectives; negotiated contracts; and, approved go-to-market plans resulting in nine partners and \$5 million in joint marketing fund commitments
- Recruited, hired and integrated a team of eBusiness consultants who introduced a managed services offering which generated \$14 million in forecastable pipeline revenue
- Inherited out-of-control \$30M contract already underway with a systems integrator. Led a team of negotiators and attorneys to redefine scope of work and create a successful business relationship which resulted in a strategic partnership that salvaged the investment.

EXTRAPRISE, Boston, MA **2000**

Global consulting firm specializing in implementing Siebel CRM software

Senior Consultant, Chicago, IL

Built the sales process improvement methodology and led channel strategy efforts in North America, while providing service delivery.

ERNST & YOUNG Consulting, New York, NY **1997 - 2000**

Global systems integrator

Manager, Chicago, IL

Led cross functional teams in the CRM Service Line and Technology/Communications Practice.

- Developed tools (issue resolution management, escalation processes, communications plans) and managed multiple simultaneous projects including migrating a calling card product from one vendor platform to another, and launching a new product
- Restructured the sales force for a wireless provider
- Created a set of sales and marketing processes for the Telecommunications industry providing repeatable effective client solutions and increasing engagement profitability

STARQUEST, Berkeley, CA **1996 - 1997**

A software start-up company providing middleware

Director, Chicago, IL

Recommended and implemented a new sales model, requiring company restructuring which resulted in lower cost of sales and support and the elimination of my job.

BCE -NORTEL NETWORKS, Toronto, Canada (returned to BCE in 2001) **1994 - 1995**

Director of Sales, Chicago, IL

Managed three remote sales offices which included account managers and sales engineers. Achieved **100% client retention** during delay in product roll-out.

WORLDCOM/MCI Washington D.C. **1990 - 1994**

Regional Field Support Manager, Los Angeles, CA

Reporting to Vice-President of Marketing, launched and sold new and complex products.

Closed \$288,000,000 in revenue exceeding quota while leading remote newly formed sales management team

INFONET (partially owned by MCI) Branch Manager, Oak Brook, IL,

Managed account managers and sales engineers in multi-state region. Instituted first joint selling program with MCI **generating \$1 million in incremental revenue.**

INTERNATIONAL DATA APPLICATIONS, San Jose, CA **1989 - 1990**

Start-up - asset management software (master license purchased and company disbanded)

Sales Executive

Reporting to the President, managed all sales and marketing activities.

MCDONNELL DOUGLAS INFORMATION SYSTEMS GROUP, St. Louis, MO **1981 - 1989**

District Sales Manager

Began as sales representative and held progressively responsible sales and marketing positions.

- Created internal sales and technical support organization requiring the development of order tracking, reporting, pricing and billing systems which **resulted in \$4.3 mil in revenue**

EDUCATION

MBA, Loyola University, Chicago, IL

BS Marketing, (Honors), University of Illinois - Chicago

KMI Certificate Northwestern University – Kellogg Management Institute, 1995-1996