

SENIOR-LEVEL EXECUTIVE: CEO, CRO | TECHNOLOGY, BUSINESS SERVICES, MANUFACTURING

Executive leader with a demonstrated track record of delivering profitable top-line growth and transforming companies. Change strategist known for revolutionizing outdated business models. Inspire confidence while leading crisis and turnaround situations. Drive direction of global companies by developing and executing strategies in partnerships with fellow executives.

Consistently improve financial performance and maximize productivity by introducing innovative, client-focused solutions to operational challenges. Technology expertise includes: ERP, SaaS, analytics, digital marketing, marketing automation platforms, and CRM.

Accomplishment highlights:

- ◆ **Delivered 50% increase** in annual global subscription revenue resulting in sale to **Vista Equity Partners**
- ◆ **Led company's successful sale for 10x Revenue**
- ◆ **Awarded "Prominent Women in Tech and Crain's 50 People in Tech"**

SELECT SKILLS AND EXPERTISE

Strategic Planning | Operational Leadership | Investor & Board Relations -Funding| Performance Improvement
Growth Management | Restructuring | Crisis & Change Leadership | Product Development & Rollout
Shareholder Value Creation | Revenue Optimization | Structuring Investment | P/E Funded Companies
Sales & Channel Strategy | Continuous Process Improvement

PROFESSIONAL HISTORY

Challenger Inc. A sales enablement software and coaching company, Arlington, VA, December 2020-Present

Chief Executive Officer

- ◆ Recruited by Marlin Private Equity to turn around struggling portfolio company.
- ◆ Replaced underperforming leadership team resulting in beating Q1 budget numbers.
- ◆ Revamped product strategy to be digital first, evolving from in-person coaching and training and developed a reoccurring SaaS product.
- ◆ 75% EBITA margin.
- ◆ 20% Growth YOY.
- ◆ Sold business in September of 2024 for 2X MOIC to our largest competitor

Wind Point Partners - Middle Market Private Equity Firm, Chicago IL, September 2020-Present

Pavion - Billion-dollar holding fire and security audiovisual monitoring company, Chantilly, VA December 2020-Present

Board Director

- ◆ Chair, Compensation Committee, responsible for approval of executive compensation.
- ◆ Defined go to market strategy with commercial team, resulting in YOY growth of 22%.
- ◆ Grew platform through organic tactics and acquisition from \$100 million to \$1 billion in revenue.
- ◆ Coached CEO around driving a performance culture.

Assisi Pet Food Products - Firm specializing in transformational acquisition, management and organic growth of pet care/food related companies.

Board Chair

- ◆ Responsible for compensation, GTM strategy and succession planning.
- ◆ Conducted due diligence (as a New Platform for Wind Point) to help acquire business.
- ◆ Identified two acquisitions to add immediate revenue and EBITA to business.
- ◆ Hired new CEO and Chief Commercial Officer.

Northwestern University Kellogg School of Management, Evanston, IL, 2019–Present

Adjunct Professor

- ◆ Teach - Leading and Launching Startups, one of the highest rated MBA classes.
- ◆ In-demand speaker for Women MBA events including lunch and learns, panel discussions and regularly recognized a contributor to the Kellogg community.

UPG LLC - Billion dollar holding company of diversified industrial companies, Oakbrook, IL, 2019-2020

Interim COO/Board Advisor

- ◆ Managed day-to-day operations during Covid-19 pandemic.
- ◆ Hired Chief People Officer to run PPP process, run essential business certification process, and COVID guidelines.
- ◆ Pivoted business to verticals that were still growing (ventilators tubes, hospital furniture, filtration).
- ◆ Developed partnership with a hedge fund to move into chemicals space and grow portfolio.
- ◆ Led activist investment strategies to take control of a small cap public company.

HighGround Employee Engagement, Recognition & Performance Management Software Company, Chicago, IL 2016–2019

Chief Executive Officer/Chief Engagement Officer

- ◆ Stabilized distressed company, realizing 60%+ improvement in Revenue; led company through PE transaction. Tackled challenges of merging 2 separate companies in Employee Engagement/Recognition/Wellness Space. Hold full P&L accountability for as much as \$35m+; oversee workforce of up to 200+. Instill customers and employees with confidence in leadership and business innovation/direction.

Strategic Leadership

- ◆ **Increased Glassdoor rating by 75% and customer net promoter score by 5.**
- ◆ **Positioned company for future growth by introducing new strategy** to evolve outdated business model with digital approach focused on high value opportunities versus commoditized areas.
- ◆ **Salvaged 25% of total company revenue** by establishing new thought leadership partners

Bottom Line Improvements

- ◆ **Overhauled digital presence** moving to a global website, content, and lead management architecture with measurement and attribution tracking; turned around declining digital traffic, delivering lead to revenue performance nearly 3x greater than industry average with program delivering \$2.5+M.
- ◆ **Modernized sales capabilities**, introducing operations and enablement, global processes, and Salesforce enhancements.
- ◆ **Revamped product strategy**, reorganizing team structure/defining new roles, reducing portfolio, restructuring investments, rearchitecting solutions to digital first approach, and introducing new customer-focused technology.

The Marcus Buckingham Company, -A Performance Management and Coaching Software Company, Los Angeles, CA 2015 – 2016

Senior Vice President

- ◆ Played key leadership role in selling company to ADP for approximately 11x. Directed team in driving sales, marketing, client services and communications activities in North America including marquee clients such as Cisco, Facebook, and Uber.
- ◆ Created Market around Performance Management is “Broken” thought leadership in HBR, Forbes, Fast Company
- ◆ Strengthened bottom line by **cutting customer churn 5%/enhancing profit margin 30%.**
- ◆ Created SaaS service line for coaching resulting in additional revenue channel of 20 million

Syndio, -A Social Network and People Analytics Software Company, Chicago, Illinois 2013-2015

Chief Revenue Officer

- ◆ Created go-to market strategy for startup B2B software-company, with focus on C level executives
- ◆ Increased revenue 4x in first year, including Syndio’s first multi-million-dollar year
- ◆ Using Data Analytics created best buyer personas
- ◆ Vetted and enhanced channel relationships with key vendors
- ◆ Helped clients realize product value and created opportunity to upsell and expand client base
- ◆ Implemented Hubspot and Salesforce for lead campaigns

Emtec Inc/Emerging Solutions, A System Integration Consulting Company, Chicago, Illinois 1999-2013

Co-Founder/COO and CMO

Founding partner at software services firm Emerging Solutions, which grew to more than 150 employees before it was sold to publicly traded firm Emtec for \$50 million. Served as a Managing Director, CMO, COO.

Transformative Leadership

- ◆ **Changed shape of industry** by developing new purchasing structure to transition customer buying behavior from transaction- to subscription-based model, while also **capturing a new source of revenue.**
- ◆ **Spearheaded full-scale transformation of sales organization**, using local channel partnerships with Oracle, PeopleSoft and Salesforce to drive lower sales costs and increased venue.
- ◆ **Created a Diverse Culture and won Chicago Best Places to work 2010, 2011, 2012, 2013**

Market Strategy

- ◆ **Repositioned company’s value proposition** by creating a comprehensive branding and content marketing strategy, enhancing market awareness to coincide with name change.

- ◆ Directed all short- and long-term strategic planning/operational initiatives for marketing and public relations efforts, **elevating functional area's revenue contribution more than \$5M.**
- ◆ **Shifted focus of organization from brand orientation to revenue contribution**, by launching digital marketing/content marketing strategy and executing successful multi-channel campaigns.
- ◆ Launched web optimization project to clarify product value proposition **increased qualified leads 300%; revitalized PPC program and increased ROI 3x.**

Bottom Line Improvements

- ◆ **Realized 34% YOY increase** in revenue.
- ◆ Revamped processes, **increasing pipeline value, improving revenue forecasting, and simplifying sales system.**
- ◆ **Expanded average deal size by positioning** enterprise platform sale over individual products or point solutions.

Andersen Consulting/Accenture, Chicago, Illinois 1996-1999

Senior Consultant

- ◆ Supervised Analysts in development of project deliverables and assisted skill building activities
- ◆ Created conference room pilot: methods, work plan, technical infrastructure, resource roles & responsibilities
- ◆ Conducted train-the-trainer sessions to assist with transition of knowledge to client Functional Expertise
- ◆ Analyzed data and recommended human resource strategy for millennium compatibility
- ◆ Conducted analysis identifying software gaps between the 'as is' and 'to be' business processes
- ◆ Facilitated client configuration requirements, testing scenarios and modification and process design
- ◆ Developed system testing environment including scripts, data and conditions

EDUCATION/TRAINING

Certification, Executive Coach, 2013, Columbia University New York City, NY
Bachelor of Arts (BA) in Organizational Psychology, 1996 University of Michigan Ann Arbor, MI

MEMBERSHIPS, AWARDS AND SPEAKING ENGAGEMENTS

- ◆ YPO Chicago Chapter, Board Member /Engagement Chair, 2017-Present
- ◆ Pavion, Director, Compensation Committee, Board Member, 2020-Present
- ◆ Host of the award-winning podcast- The Challenger Sale
- ◆ Board Member, Founder's Board, Lurie Children's Hospital of Chicago, 2004-Present
- ◆ Woodmark Foundation, Award for Innovation in Healthcare presented by Michelle Obama
- ◆ CBS2Chicago, "Woman You Should Know," 2014
- ◆ Nominated for Woman in Tech Moxie Award 2015
- ◆ Illinois Technology Prominent Woman in Tech 2015, 2016, 2017 and Best Company Culture 2018
- ◆ Crain's Chicago Business "50 people you should know in Tech 2015"
- ◆ Crain's Chicago Business Notable Woman in Manufacturing 2020
- ◆ Forbes Business Council Member and Contributor