

**Lois Leonard**  
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### **Business Management, Project Management, Marketing**

- Solid analytical business and marketing skills.
- Strong organizational and project management skills.
- Results-oriented. Driven to accomplish and succeed.
- Open, honest, straightforward style. Excellent listening and communication skills. Possess a genuine empathy for people.

Jan 2001 – present. Left a senior management position after two decades in marketing positions to explore personal interests and further my education through life experience and college coursework.

### **Professional Experience**

E. Stacey, LLC

Oct 2010 - Present

#### **Property Manager**

Manage a commercial property in Portland, OR and a condominium in Palm Springs, CA. Responsible for A/R, A/P, repairs, maintenance, and managing budget, maintaining records and preparing documentation for the owners CPA. Successfully remodeled both properties and acquired new tenants moving the owner's net loss to substantial profitability within 18 months.

Parkrose School District, Portland OR

Aug 2007 – Sep 2010

#### **SPED Educational Assistant**

Assisted special needs children in achieving their communication, social, behavioral and academic goals as outlined in their individual education plans.

William Richards Nursery, Gresham OR

Jan 2004 – Jun 2007

#### **Customer Service Representative**

Supported independent field sales reps and managed relationships with local landscape design & maintenance firms. Created and managed company budgets and sales projections and interfaced with the firms attorney, CPA and banker.

FBR CoMotion Venture Capital, Portland OR

Jan 2001 – Jun 2001

#### **Entrepreneur-in-Residence**

CoMotion's EIR programs retain the services of executives and entrepreneurs to assist the principals in evaluating incoming funding requests (business plan review, research, recommendation) as well as help their startup portfolio companies organize, strategize, and solve operational challenges.

YRG Communications, Portland OR

Oct 1988 – Dec 2000

#### **President** (Feb 1990 – Dec 2000)

- YRG is a full-service business-to-business marketing communications firm specializing in strategic plan development and integrated communications program execution.

- Successfully transitioned management responsibilities from the founders to a four-person senior management team. Founders stock purchased through an ESOP.
- Repositioned the company from a project-oriented advertising agency to a full-service communications firm.
- Led new business and retention programs; increased revenue and operating profit through new business efforts and deeper penetration of services among existing accounts.
- Increased revenue per employee by 30% with billed-to-billable ratios at 97%.
- Purchased a public relations firm and successfully integrated the service into the company's portfolio of capabilities with ROI realized in 12 months.
- Created and staffed an interactive group adding website development services.
- Created the first digital photography studio in Portland further enhancing the company's services portfolio and filling a niche in the Portland photography market.
- Built business relationships with industry partners, providing full-service program development to clients.
- Designed successful marketing plans for over 30 clients in 6 industry segments.
- (Grady Britton acquired the firm in 2009).

**Director of Account Services** (Oct 1988 – Feb 1990)

- Directed account service teams responsible for \$10M in annual revenues.
- Fostered relationships with client management teams.
- Designed and executed new business programs.
- Coached account service staff improving skills and client satisfaction.
- Developed and implemented marketing programs for the company's largest client.

Al Bauer Advertising, Portland OR

Mar 1987 – Oct 1988

**Account Supervisor/Business Development**

- Led new business efforts with the goal of diversifying the company's retail orientation.
- Increased revenues and operating profit.
- Managed all business-to-business accounts.

Aptec Computer Systems, Tigard, OR

Apr 1984 – Mar 1987

**Marketing Communications Manager**

- Established the marketing department from inception through successful operation.
- Developed and executed all marketing programs.
- Managed annual trade show participation, sales meetings and user group events.
- Actively participated in formulating marketing strategies with senior management.
- Hired and managed the external advertising and public relations firms.

**Education**

Attended East Los Angeles College

AAS Degree Horticulture, Mt Hood Community College, June 2003