

DEAN OLSEN

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Madison, Wisconsin 53714

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PERTINENT SKILLS

- Strong and experienced relationship and consensus builder
 - Strong track record working with extremely broad range of people
 - Skilled in Adobe Illustrator, Photoshop, ArcGIS, and open-source GIS
 - Skilled at interpreting and putting to use qualitative and quantitative research
 - Strong and polished presentation skills
 - Solid knowledge of current cartography and geographic information system (GIS) methods and practices
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PERTINENT EXPERIENCE

2013–present, Small Planet Mapping, LLC, Madison, Wis. Founder & CEO

Founded Small Planet Mapping, a GIS/cartography-related start-up, to leverage knowledge and skills gained in UW-Madison's GIS Certificate Program

Current focus is creating a cloud-based, user-generated life history mapping software program for early-stage Alzheimer's patients and their families

2012–2013, Madison Museum of Contemporary Art, Madison, Wis. Development Intern

Reinvigorating MMoCA's planned giving program with new benefits, website, and collateral

Researched and implemented best practices for fundraising campaigns over broad spectrum of non-profits

Prepared several successful grant applications, including government and corporate funders

2009–2011, Homeless Support Services at Bethel Lutheran Church, Madison, Wis. Resource Coordinator

Trained homeless clients to use the Internet and software to find jobs, housing and other resources with goal of breaking the cycle of poverty, helping many to obtain housing and employment

Provided hands-on counseling for clients in their job searches, housing applications, and necessary follow-up activities

1995–1999, Ameritech Corporation, Chicago Manager of Corporate Advertising/Brand Strategy

Directed a \$19 million comprehensive communications program using TV, radio, print, Internet, Intranet, promotions, and press relations, achieving a 12-point improvement in consumer preference scores for Ameritech

Using a political campaign model, created an accelerated, consumer-focused response to AT&T's market activities, based on both consumer research and internal capabilities

Discovered key consumer choice drivers and used them to strengthen branding and loyalty activities among consumer, business, and institutional market segments

1992–1995, The Lord Group, New York City

Account Supervisor for IBM, Perrier, Hitachi

Directed the planning, creative strategies, and media development among agency, client, and consultant staffs on these very different accounts

Integrated direct response and brand identity TV strategies and campaigns, resulting in double-digit sales increases for Poland Spring, Ozarka, and Zypherhills brands

Created and managed a business-to-business campaign creating a separate identity for IBM Federal Systems prior to its divestiture from IBM Corporation

1990–1992, Ogilvy & Mather, New York City & London

Account Executive for American Express

Created and refined, with senior staff at American Express, McKinsey, and Boston Consulting Group, a comprehensive four-prong marketing strategy to provide unified yet flexible messaging meaningful to all consumer, institutional, and internal segments

Developed and coordinated print campaign strategy, direct mail campaign, sales force presentations, and public relations contingency question/response scripts

1983–1986, City of Chicago Department of Planning, Chicago

City Planner

Successfully facilitated negotiation and eventual compromise on controversial projects among differing constituencies with diverging agendas

Created and implemented the Bureau's first formal public involvement procedures thereby streamlining an arduous approval process

EDUCATION

Graduate Certificate, Department of Geography, University of Wisconsin–Madison, anticipated late 2014

Coursework (24+ credit hours) in cartography, GIS applications, quantitative methods

MBA, Ross School of Business, University of Michigan, Ann Arbor, 1991

Awarded masters in marketing

Editor-in-chief of the school's weekly newspaper

BA, University of Wisconsin–Madison, 1982

Awarded degree in economic geography