

# DEAN OLSEN

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## PERTINENT SKILLS

- Strong and experienced relationship and consensus builder
  - Strong track record working with extremely broad range of people
  - Excellent writer and presenter with strong computer skills
  - Skilled at interpreting and actioning qualitative and quantitative research
  - Strong and polished presentation skills
  - Excellent and thorough about “the details”
  - Passionate and knowledgeable about classical music and symphonic repertoire
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## PERTINENT EXPERIENCE

### **2012–current, Madison Museum of Contemporary Art, Madison, Wis.**

#### **Development Intern**

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

*Researched* best practices for planned giving and annual campaigns over broad spectrum of non-profits

*Participating* fully in planning for member engagement activities at the museum, including Arts Ball (with Madison Symphony), special events, MMoCA nights, receptions, Board dinners

### **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 with Squires & Knowles, 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, including community organizations, elected officials, federal and state officials, and the public at-large

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

**Other Experience**

2011–2012, Cook at Epic and Bethel Horizons, Wisconsin

2007–2008, Factory Worker, Sielaff Corporation, Mineral Point, Wisconsin

2005–2006, Office Worker, QTI Temps, Madison

2000–2004, Word Processor, New York

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**EDUCATION**

**MBA, The 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

**Management of Nonprofit Organizations, 2013**, Madison College, Boris Frank, instructor

**Fundraising and Development for Nonprofits, 2012**, University of Wisconsin–Madison and University of Wisconsin Foundation, multiple instructors