

# ANJULI K. SKIRVIN

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## AREAS OF EXPERTISE

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|------------------------------|----------------------------------|----------------------------------|
| • Project Management         | • Strategic Planning             | • Client Relationship Management |
| • Data Analysis              | • Marketing Strategy             | • Vendor Management              |
| • Qual/Quant Market Research | • Business War-Gaming            | • Sales Contract Execution       |
| • Process Improvement        | • New Product Plans/GTM Strategy | • Client Presentations           |
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## PROFESSIONAL EXPERIENCE

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### ENTIRA, INC.

Indianapolis, IN

*Associate, Management Consulting (December 2013 - Present)*

#### Project Management

- Managed the development of a cloud-based market analytics platform that provides market share information to agricultural retailers and input manufacturers; facilitated the development of platform marketing strategy and oversaw the creation of all sales and marketing materials
- Identified the opportunity to overhaul the traditional product manager training approach of a Fortune 200 agricultural biotechnology company and lead the design and build of a series of in-person and e-learning training programs that increased the overall productivity of marketing efforts and improved the knowledge transfer process
- Managed a team of Associates conducting qualitative interviews across the United States for a Fortune 500 agricultural biotechnology company to identify potential product opportunities within a new market; presented research findings and facilitated client group through strategy session
- Guided market research vendor team through the collection of range & pasture product use information for the analysis of portfolio expansion opportunities for a leading generic plant protection product supplier
- Designed a new offering for the identification and evaluation of acquisition targets for agricultural retailers and conducted projects with multiple CropLife Top 100 retailers throughout the Midwest and Delta
- Developed and implemented dozens of new and enhanced business processes resulting in improved business effectiveness and enhanced team member performance

#### Business Development

- Uncovered business opportunities with leading biotech and animal health companies in the Midwest; added four new clients and was responsible for 35% of sales in 2016
- Developed proposals and budgets for business strategy and market research engagements tailored to client needs and requirements while maximizing client ROI
- Overhauled internal approach to business development through the design of new sales materials, utilization of CRM system, refocusing of sales process, and prioritization and identification of sales targets

### ADAYANA AGRIBUSINESS GROUP

Indianapolis, IN

*Business Development Associate (February 2013 - December 2013)*

- Discovered business opportunities within Fortune 500 agricultural biotechnology and animal health companies through solution selling and effective account sales strategies and plans
- Negotiated service agreements with clients, and assisted in the design, development, and delivery of services tailored to client needs and requirements
- Served as the liaison between the client and a team of business analysts to ensure alignment on project deliverables and communicate project progress
- Actively participated in team development efforts to include: offer definition, growth strategy, and team design resulting in sales growth

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**PROFESSIONAL EXPERIENCE** *(continued)*

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**ADAYANA AGRIBUSINESS GROUP**

Indianapolis, IN

*Business Analyst, Management Consulting (January 2011-February 2013)*

- Collected and analyzed competitive pricing information to guide leadership of global biotechnology company through the overhaul of pricing strategies for key product lines
- Managed client relationship and coordinated market research effort with global contractors to identify acquisition targets in Asian rice markets for a Fortune 200 heavy equipment manufacturer
- Developed materials and assisted in conducting over a dozen business war-gaming simulations with the executives and senior leadership of multiple Fortune 200 agribusinesses; identifying competitor response strategies for key business scenarios
- Managed market research effort which required the coordination of six global contractors to support long range planning project spanning four regional teams, resulting in a common global approach to describing the future market size and key trends to follow within each region for a Fortune 200 heavy equipment manufacturer
- Designed and organized strategic planning workshop for eight executives in the meat and milk industry, resulting in 15 detailed strategic initiatives identified as critical collaborative opportunities for proactively addressing current/future public affairs issues
- Led market research effort to support the development of a strategic post-patent product plan for a Fortune 200 agricultural biotechnology company

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**PRIOR EXPERIENCE**

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**ELANCO ANIMAL HEALTH**, Greenfield, IN - Food Industry & Consumer Affairs**AMERICAN FARM BUREAU**, Washington, DC - Public Policy Department**MICHIGAN FARM BUREAU**, Lansing, MI - Young Farmer Department, Ag Ecology Department**NESTLÉ WATERS**, Stanwood, MI - Quality Control

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**EDUCATION**

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**MICHIGAN STATE UNIVERSITY**

East Lansing, MI

*Bachelor of Science in Agriculture Business Management**Bachelor of Science in Animal Science*

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**OTHER AFFILIATIONS**

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**HABITAT FOR HUMANITY***Global Village Project Work (October 2013, November 2014)*

- Traveled to Debre Berhan, Ethiopia to build homes with eleven other volunteers from North America
- Traveled to Nepal to build homes with 500 volunteers from around the world as part of the Everest III Blitz Build

**INDIANA FARM BUREAU***Chair, Young Ag Professionals (June 2013 - Present)*

- Coordinated community outreach/volunteer efforts and networking activities for 93 Young Farmer members within Marion County
- Member of Marion County Farm Bureau Board of Directors

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**TECHNOLOGY SKILLS**

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MS Excel, MS PowerPoint, MS Access, MS Word, MS MapPoint, MS Publisher, OpenAir, Salesforce.com