

MAGGIE BRENNAN

mbrennan@sei.com | sei.com

PROFESSIONAL BACKGROUND

Maggie has 23 years of experience in client facing, internal communications, program management and donor relationship roles. She is a passionate relationship builder and empowers teams to collaborate and innovate to drive successful results. She specializes in client management and program development, diving deeper to understand the needs of the clients and developing processes to improve the ideas and initiatives that best serve the needs of the customer. Maggie is detail-oriented and approaches her projects through discovery, leaning on the user experience to foster an environment of accountability and execution.

SELECTION OF RELEVANT EXPERIENCE

Business Analyst

Maggie served as the business analyst for a major merger and acquisition for a national premier auto club. Maggie led the IT organization through several discovery sessions including documenting current and future state usage, performing analysis of the business requirements and driving the execution of daily meetings and check-ins with business owners, solution architects, financial analysts and IT team members. She was also responsible for coordinating the demand intake and presentations for multiple lines of business including data, digital, marketing, membership and finance. Maggie worked closely with key stakeholders to define the scope, refine the financial implications and identify resources needed to prepare for the merged companies to operate effectively as one company. She facilitated meetings and developed a communication plan for technical integration and stakeholder application access. Maggie's ability to build trusted relationships and engage the SMEs/client executives helped to ensure a smooth transition from scoping to project implementation.

Client Management/Program Management

Maggie led the program for implementing a SaaS solution that would elevate online giving experiences for nonprofit organizations which resulted in a value of \$90 million in donations. Under her management, she led discovery and strategy sessions with multiple national enterprise nonprofits to gain insights into user experience which provided product requirements and introduced multiple organizations to the adoption of charity streaming/gaming. Maggie conducted benchmark and gap analysis on functionality provided to optimize product features that would sustain existing needs and future initiatives. Maggie worked with both internal and external stakeholders to develop communication plans that led to revenue expansion and new product enhancements, including an integration with Venmo, YouTube and Twitch. Maggie secured \$300,000 to design and launch a mobile application purchased and utilized by the top 30 customers. She defined requirements, assisted with testing, implementation, training and support. In addition to successful execution of the SaaS implementations, she identified and secured partnerships and new client pursuits through her leadership and relationships with external partners.

Industry Experience

- IT Services
- Ecommerce
- Nonprofit
- Digital Marketing
- Data Science & Data Warehouse

Functional Expertise

- Program Development
- Project Management
- Client Relationship Management
- Mergers & Acquisition
- Implementation/Integrations
- Contract Negotiation
- Internal/External Communications
- Fundraising



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SELECTION OF RELEVANT EXPERIENCE

Internal Communications/Culture Leader

Maggie led the development and implementation of an internal communications online platform to improve communications for a high-growth startup. She was pivotal in the entire lifecycle of the implementation including clarifying the problem statement, leading the iterative design thinking sessions, process mapping, collecting end user requirements, development and testing and creating company-wide training. With the guidance from the Director of Product, Maggie managed the migration of the data from G Suite to WordPress. Reporting directly to the Chief of HR and key members of the leadership team, Maggie delivered a project that was pivotal in streamlining communications between sales and operations and was leveraged to onboard 600 new employees. Adoption rate was higher than anticipated at a rate of 80% on the company intranet. In addition to successfully meeting the objective of the platform, Maggie's leadership and recommendations increased employee engagement with the creation of additional programs including peer-to-peer recognition and team member product development. On a weekly basis, she worked cross-functionally with various C-suite executives to craft communications for departmental communications, business development and community outreach.

Program Lead/Donor Relations

Maggie was responsible for creating and managing a pediatric patient program, recruiting over 1000 patient families with acute experiences and long-term health conditions to share their stories through opportunities including fundraising events, marketing campaigns, improvement initiatives, advocacy and volunteer engagement. Maggie reported to the Vice President of Development & Giving and as a donor relations officer was responsible for securing \$1million in annual giving. She worked closely with the C-suite and department executives to engage patients in high impact experiences, elevating child health advocacy, family-centered care, philanthropic gifts, business and operational efficiency. She was recognized as being an ambassador and advocate for patient families, creating meaningful connections of hope, healing and inspiration. Maggie was invited to several pediatric hospitals to facilitate discussions with their marketing and marketing teams to share best practices and gain stakeholder approval for the implementation of a similar patient program. She served on the project team with the Division of Child Life and The Ryan Seacrest Foundation to create a roadmap for the installation and implementation of the hospital's internal broadcast studio and media center. She led meetings with foundation team members, conducted user engagement sessions and helped to design multi-generational and ethically diverse programming.

Technology Expertise

- Microsoft Office 365
- SaaS Solutions
- JIRA
- Salesforce
- CRM Systems

Certifications

- Practitioner of Human-Centered-Design

Deliverables

- Implementation Planning
- Business Case Development
- Process Mapping