

ELIZABETH ROUNSAVALL

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Education

- 1999 - Present **MIT SLOAN SCHOOL OF MANAGEMENT** **CAMBRIDGE, MA**
MBA Candidate, Class of 2001
- Elected to Sloan Senate; student representative on Masters Program Committee
 - Teaching Assistant, Microeconomics (core first-year MBA course)
 - Member of mediaTech and Management Consulting clubs
- 1988 - 1992 **YALE UNIVERSITY** **NEW HAVEN, CT**
B.A., English (cum laude)
Vice President, Yale University Dramatic Association

Experience

- 2000 **BOOZ·ALLEN & HAMILTON** **NEW YORK, NY**
Summer Associate
Analyzed B2B e-commerce market entry for trade magazine publisher:
- Developed key alliance criteria; identified and researched potential strategic partnership opportunities; recommended best fit candidates
 - Analyzed potential organizational structures and their benefits and drawbacks; provided case examples; made recommendation
- Architected high-level business process flow for government tax collection agency:
- Worked with client staff to baseline current processes and identify bottlenecks and cost drivers
 - Determined potential process improvements, designed test plan, and carried out preliminary analysis
 - Identified overlaps with other process teams and acted as liaison to ensure inter-team process compatibility
- 1996 - 1999 **SIMON & SCHUSTER** **UPPER SADDLE RIVER, NJ**
Manager, Intranet Services
- Created corporate Intranet and managed its evolution over time from a small pilot site to a network of Web applications serving 8000 users across the company
 - Oversaw \$350K capital budget, reported to Senior Vice President
 - Identified and developed projects to improve internal processes and communications, pulling together project teams from business unit and corporate functions
 - Provided consulting services to distributed Web content providers and developer groups
- 1994 - 1996 **ASSOCIATION OF AMERICAN PUBLISHERS** **NEW YORK, NY**
Webmaster
- Created and maintained organization's first Web presence
 - Worked with member publishers to develop prototype content aggregator site
- Staff Assistant, PUBNET*
- Primary sales and technical contact for book industry EDI service
 - Managed overall communications for two audiences: committee minutes for publisher members and newsletters to bookstore customers
- 1993 - 1994 **ADVANCED DIGITAL INFORMATION CORPORATION (ADIC)** **REDMOND, WA**
Customer Assistance Representative
- Diagnosed client hardware and software problems
 - Issued and tracked warranty exchange equipment, and handled customer repair orders
- 1992 - 1993 *Sales and Marketing Support*
- Sales lead and QA data entry, office support, marketing packets and lead reports

Personal Interests

- Award-winning beer brewer ("Dirt Nap Ale": First Place Stout, 1993 Oregon State Fair)
- Enjoy sailing, waterskiing, traveling and shooting digital photographs