

PROFESSIONAL EXPERIENCE

Shirley Associates – Los Angeles, California
Executive Search Consultant (Contract Position)

01/09 – Present

Shirley Associates is a boutique executive search firm specializing in attracting senior-level executives on retainer for primarily non-profit organizations

- Perform job and client analysis to identify sourcing strategies and appropriate candidate profiles
- Conduct candidate research through online Boolean search methods, advertising, databases, and social media networks
- Conduct recruiting through cold calls, networking events, social networks, face-to-face meetings, and email
- Produce in-depth candidate profiles to assist client with candidate evaluation and selection process
- Mediate job offers between clients and candidates
- Perform a broad spectrum of searches for clients, including CEOs, CFOs, Chief Development Officers (CDOs) and Human Resource Directors

JWT INSIDE – Santa Monica, California
Consultant/Business Development Director (Contract Position)

12/10 to 07/11

JWT INSIDE is a full-service agency creating pioneering ideas in employer branding, employee communications and recruitment advertising for the world's leading companies.

- Uncovered new business opportunities and managed lead from inception through contract acquisition
- Coordinated response to all Requests for Proposals and Requests for Quotations, including assembling agency team for pitch
- Collaborated with office leaders to establish a strategic, planned approach to maintain an effective pipeline of qualified prospects
- Conducted needs analysis and consultation with the purpose of uncovering new opportunities for the client

PondelWilkinson – Los Angeles, California
Senior Vice President

08/07 to 11/08

Pondel Wilkinson is an investor relations and strategic public relations firm based out of Los Angeles, California.

- Secured new business opportunities with average size client billing at \$10K per month
- Developed employee communications during periods of corporate downsizing, executive resignations and other major corporate announcements
- Led financial communications, employee communications and corporate positioning efforts for regional investor relations and corporate communications firms
- Managed all aspects of client account programs including media research and analysis, message positioning and the development of news releases, management presentations, annual reports, fact sheets and investment profiles
- Provided strategic consulting to CEOs and CFOs of public companies on investor related issues
- Developed message positioning for business, national and local media opportunities
- Oversaw all aspects of communications with the business and financial community including quarterly earnings announcements, annual meetings, and investor road shows
- Developed industry and financial conference presentations
- Served as a primary contact for financial and corporate inquiries
- Targeted and maintained all sell-side and buy-side relationships
- Responded to inquiries from existing shareholders, potential investors and media on behalf of client accounts

Medialink Worldwide – Los Angeles, California

9/05 to 08/07

Account Manager

Medialink Worldwide (now known as Synaptic Digital) helped organizations connect their brands with target audiences across television, radio and the web through the production and distribution of Video and Audio News Releases, Television, Radio and Web Media Tours and Webcasts.

- Secured new corporate accounts
- Provided strategic broadcast PR solutions to corporations and agencies in Southern California, Nevada and Arizona
- Provided story ideas that would reverberate with local and national TV producers and editors while maintaining news value
- Managed support staff to ensure client programs move from project start to completion in a timely fashion
- Maintained and grew existing client relationships

Hill & Knowlton – Los Angeles, California

4/99 to 9/05

Vice President and Director of Financial Communications

Hill & Knowlton (now Hill + Knowlton Strategies) is a global public affairs and public relations firm with offices across the globe.

- Developed new business opportunities for agency
- Led financial communications efforts for a global public relations and communications consultancy firm. Provided strategic consulting and support for clients ranging from start-up enterprises with \$5 million in revenue to established firms with \$22 billion in market cap
- Client work included:
 - On-going investor relations and financial communications consulting to a variety of clients in all aspects of corporate positioning with the investment community and financial media. Developed and implemented strategic integrated IR programs designed to enhance management credibility and maximize the value of good news
 - Provided strategic counsel to companies dealing with restructuring issues, earnings shortfalls, mergers and acquisitions, senior management team changes, and public offerings
 - Developed investor relations and crisis communications strategies, messaging and materials for multiple clients
 - Conducted media research and analysis including competitive analysis

The Financial Relations Board – Los Angeles, California

12/97 to 4/99

Market Intelligence Executive

The Financial Relations Board (acquired by public relations agency BSMG Worldwide) was a leading investor relations and financial communications firm, offering a full array of investor services.

- Provided strategic counsel to CEOs and CFOs on financial metrics, peer group activity and relative market movement
- Designed and implemented comprehensive and proactive investor relations programs for clients in a range of industries
- Established and maintained consistent dialogue with buy-side and sell-side analysts

SEI Investments – Los Angeles, California

9/96 to 7/97

Account Executive

SEI is a leading global provider of asset management, investment processing, and investment operations solutions for institutional and personal wealth management.

- Developed new business and marketed the firm's asset management solutions to portfolio managers, brokers, financial planners and others
- Produced in excess of \$80 million in new assets under management for the company

Comstar BioCapital – Los Angeles, California
Consultant

1/96 to 8/96

Comstar BioCapital (now defunct) was a venture capital firm based out of London, investing in early stage biotechnology companies.

- Raised capital for diffusion into development stage companies
- Secured in excess of \$1 million in new investments over eight months
- Based out of Los Angeles

Reuters America Inc. – Los Angeles, California

8/87 to 12/95

Reuters America Inc. was part of Reuters Group plc, a British multinational media, and financial information company with worldwide offices. Reuters Group plc merged with The Thomson Corporation in 2008.

Reuters New Media Sales Executive

3/95 to 12/95

- Marketed Reuters' news software platform to Fortune 500 companies. Focused on providing corporate-wide solutions. Emphasized Lotus Notes and/or Internet delivery options

Sales Executive

9/91 to 3/95

- Developed new business and managed existing business for all Reuter real-time and historical financial data services. Sold across all market sectors, including but not limited to financial, energy, commodity, equity and fixed income markets. Clients included Bank of America, Trust Company of the West, Farmers Insurance Group, Rockwell International, Dai Ichi Kangyo Bank, Unocal, Southern California Edison, among others. Data feed sales required a working knowledge of system integration and platform solutions

Contracts Supervisor/Sales Analyst

8/90 to 9/91

- Managed and negotiated all contract renewals in the Western District. Re-negotiated contract revenue exceeded \$6 million annually. Prepared and analyzed monthly and yearly sales figures for reports to senior management

Sales Executive – General Accounts

9/89 to 7/90

- Maintained 80 accounts with an annual revenue base of \$1.5 million. Focused on penetrating existing accounts with additional services and product lines. Produced direct mail campaigns announcing product updates and new product releases. Managed and disseminated all marketing newsletters to clients

Client Liaison

8/87 to 8/89

- Handled accounts in Arizona, San Diego and Los Angeles with an emphasis on training, support and account maintenance. Designed, implemented and conducted training courses for all Reuter product lines and services for both subscribers and in-house personnel

EDUCATION

University of California Los Angeles

Certificate of completion in mergers and acquisitions from the John E. Anderson Graduate School of Management

University of Southern California

B.A. Communications

COMMUNITY

Loyola High School – Mothers Guild, 2016 - Present

Saint Brendan School – Parent Board Member, 2014 – 2016

One Voice Los Angeles – Holiday Program Volunteer, 2013 - Present

Skid Row Housing Trust – Welcome Home Kit Coordinator, August 2012

Skid Row Housing Trust – Home Walk, 2011