

MICHELINE

Email - Phone

An accomplished business-woman, Micheline XXXX offers over fifteen years of experience in **Business Development, Sales, Marketing Strategy and Execution**. Micheline has achieved success in **brand building, go-to-market strategies, public relations, integrated campaign strategy and tactics, agency / vendor management and ROI measurement**. With a beginning in her family's property management and construction business, and as a successful entrepreneur and participant in several start-ups, Micheline has a passion for using business intelligence in improving early stage companies, or in developing profitable projects within established companies. Industry experience includes Fortune 500s in the CPG / Retail sector; Finance, Healthcare, and Technology: network, IVR (Voice) and security software, e-commerce / search engine marketing. Micheline is a member of the **American Marketing Association** and the Project Management Institute. Her most recent education includes a **top-tier MBA**, specializing in strategy, marketing, organizational development, change management, quantitative / financial analysis, and international business.

EDUCATION, PROFESSIONAL DEVELOPMENT, MEMBERSHIPS, & CONTRIBUTIONS:

MASTER of Business Administration - MBA – Pepperdine University, California (April 2006).

BACHELOR of Science – Honors. University of Guelph, Ontario, Canada.

CERTIFICATION: Microsoft Certified Systems Engineer - MCSE – MCP #2660136.

CERTIFICATION: Microsoft Certified Database Administrator – MCDBA – MCP #2660136.

PROFESSIONAL DEVELOPMENT: COMDEX 2001 – 4-Day Education Program: “e-Biz for the Future.”

PROFESSIONAL DEVELOPMENT: E-Commerce Marketplace – Jones International University (2001)

MEMBER: American Marketing Association (AMA #2980990).

MEMBER: Project Management Institute (PMI #420083) PMP in progress.

AUTHOR - White Papers: *a. Artificial Intelligence for Data Privacy and Security Applications. b. Enabling the End User for Data Privacy. c. Economic Impact of Smart Privacy and Information Security Applications.*

KEYNOTE SPEAKER: Infonet, Inc., Annual Sales Meeting (1996).

TELEVISION APPEARANCES: ABC, CBS, NBC – in California and Nevada – Guest Morning News

PRINT FEATURES: Women's World, Good Housekeeping, Women's Health, L.A. Magazine, and Teen Magazine.

INFORMATION TECHNOLOGY / SOFTWARE PROFICIENCY:

Microsoft: Windows NT/2000/XP, Word, Outlook, Excel, PowerPoint, Access, Project, Visio, FrontPage. SQL, MAS90, QuickBooks Pro, SalesLogix CRM, Crystal Reports, VXML (IVR), Quark Express. Familiar with networking topologies, basic protocols, security issues, encryption, firewalls, storage, routers, VPNs and Search Engine Marketing (SEM).

EMPLOYMENT SUMMARY:

POSITION TITLE:

V.P., Strategic Marketing
V.P., Marketing Strategy & Investment Fund Operations
V.P., Business Development (Software)
Consultant, Business Development and Strategy
President, Sales and Marketing
Consultant, (Software) Product Marketing and Outside Sales
Director, Sales (Software); Network Architect
Director, National Client Relations and (CPG) Sales
Director, National Marketing Programs
Corporate Spokesperson (Regional Lifestyles Program)
Director, Executive and Sports Programs
Founder, (Education Services Company)
Manager, Operations (Construction, Property Management)

COMPANY (Service Dates):

CLEARPATH STRATEGY (04 – 05) (Co-Founder)
CHAPMAN VENTURES, LLC (04 – 05) (Co-Founder)
A BRILLIANT COMPANY, INC. (03 – 05) (Co-Founder)
INFOSEARCH MEDIA, INC. – (2004)
CYVEX INC. (2003)
SOLARSOFT AMERICA (2002)
MANAGED INFORMATION SERVICES (2002)
ADVANTAGE SALES & MARKETING – ASM (97-02)
ADVANTAGE SALES & MARKETING – ASM (97-02)
ALBERTSONS (contract with ASM) (97-02)
CENTINELA HOSPITAL FITNESS INSTITUTE (95-97)
PREMIER WELLNESS SERVICES (90 – 94)
VIBORG INVESTMENTS / JHJ LTD. (81 – 92)

PROFESSIONAL HIGHLIGHTS:

MARKETING:

- **ANALYSIS and COMPETITIVE INTELLIGENCE:** Market and Industry Research, PEST / SWOT Analysis. Competitive analysis on products, pricing, distribution channels, positioning, market shares, and strategies.
- **PROGRAM AUDIT WITH SOLUTIONS DEVELOPMENT** -ROI measurement, Scenario Planning, Forecasting, Seasonal Initiatives, Opportunity Identification and Mission Processes (e.g. aligning retailer/client goals). Go-to-market Integrated Campaign Strategies and Tactics; Coordinating with strategic partners. Design profitable divisional programs to integrate with corporate strategic plans.
- **PRODUCT PROMOTION AND BRAND BUILDING** – national clients and programs represented on TV, radio, newspaper, magazine, websites /internet and at regional events. Product messaging, pricing and positioning.
- **MARCOM** – cross-functional leadership in development of collateral to highlight value proposition and establish brand.
- **ADVERTISING:** Identified and implemented advertising opportunities for positive exposure at a minimal cost; highlight value proposition based on analytic fundamentals.
- **PUBLIC RELATIONS:** Liaison with top-tier PR Agencies for advertising, monthly press releases and Event Coordination. Media Savvy: 100's of TV and Radio Interviews and Print Features. Trade-Show and Seminar planning.

SALES / BUSINESS DEVELOPMENT (STRATEGY):

- **REVENUE GROWTH** via market identification and segmentation, customized sales models and marketing programs, team recruitment training and management.
- **ROI** - Implementation of new sales/marketing program resulted in annual revenues growing from \$50K to over \$12M.
- **NATIONAL SALES AND CUSTOMER RELATIONSHIP MANAGEMENT (CRM):** B2B, B2C, Inside, Outside. Clients include Fortune 1000 Sector: Lipton, Del Monte, Tropicana, Crystal Geysers, Albertsons, Safeway, and HEB.
- **INTERNATIONAL SALES** – Prospect for clients; negotiate contract terms; develop and implement sales solutions.
- **DEVELOP NATIONAL SALES STRATEGY** - annual net revenues grew from \$50,000 to over \$12 Million annually.
- **LEAD INNOVATIVE PROGRAMS ACROSS BUSINESS UNITS** to increase revenues.
- **SELLING TO ALL STAKEHOLDERS including “C-Level” Executives** - communicate solutions strategies based on organization's requirements.
- **TRAINING MANUAL** – research and outline best practices, policies and procedures for sales team.
- **PRESENTATIONS:** Charismatic speaker for small or large groups at all executive levels. Persuasive delivery of critical presentations to clients and sales teams.

LEADERSHIP and (PROJECT) MANAGEMENT:

- **STAFFING AND MANAGING TEAMS:** Recruiting, Training, Teambuilding, Mentoring, Coaching, Goal-setting and Performance Evaluation. Establish policies and lead National Team – 12-25 direct reports.
- **COMMUNICATE WITH AND INFLUENCE** internal and external stakeholders regarding key project objectives and steps to ensure buy-in, and to realize benefits.
- **PROJECT PLANNING AND MANAGEMENT** - designed and delivered large scale (national), complex (*cross-functional, cross-disciplinary*) programs on time and on budget. Design and attend to project details; responsible for timelines, schedules and milestones.
- **OPERATIONS PROCESS DESIGN** – development of early-stage operational processes designed to scale rapidly.
- **PROCESS IMPROVEMENT**, including Cost/Benefit and ROI Analysis; Strategies for Continuous Improvement.
- **CHANGE MANAGEMENT** - optimize internal business processes and corporate documentation for IPO.
- **POLICIES AND PROCEDURES DEVELOPMENT** including Reports and QA reviews.
- **BID PROPOSAL DEVELOPMENT** for industrial and service-station construction. Includes: project scope, time, cost, quality, human resources, communication, risk, integration and use of associated tools and methodologies.

FINANCE / AUDIT:

- **PRO FORMA AND BUDGET DEVELOPMENT**, working capital management, cash flow planning, P&L, A/P, A/R.
- **FINANCIAL ANALYSIS:** Horizontal / Vertical Analyses, Ratio Analysis, DuPont Model, EVA, FCF.
- **INVESTMENT DOCUMENTATION** – Private Placement Memorandum development to comply with SEC.
- **INVESTMENT INDUSTRY QUANTITATIVE ANALYSIS** with data collection and metrics, revenue model development, market analysis, fund management analytics, SWOT & PEST analysis.
- **MBA-LEVEL EXPOSURE** to Sarbanes-Oxley Act and SOX Compliance Issues. GAAP, and Ethical Issues of Financial Reporting. Familiar with ACS Audit Software, COBIT framework, COSO model and IIA standards.
- **ANALYTICAL DECISION SYSTEMS:** Scorecard, Process Mapping, Diffusion Model Forecasting, Survey Design, Regression Analysis, Process Measurement, and Optimization Modeling. Knowledge Management (KM).

Detailed Resume of Professional Experiences available upon request.