



SUMMARY

I combine a broad range of ownership, management, sales, and marketing experiences in professional service, retail, and manufacturing industries with a marketing and entrepreneurial mindset, an analytical thought process, strong attention to detail, and a consultant's inquisitive nature and desire to both teach and learn. Over the course of my career, I have demonstrated a proven proficiency in the following areas among others:


- Designing, constructing, administering, and analyzing quantitative and qualitative questionnaires
- Organizing and leading product/service focus groups and subject matter expert working sessions
- Finding and understanding underlying client/consumer needs in order to market, sell, and/or consult
- Creating and integrating new product/service messages into B2B, B2C, and intrapreneurial environments
- Identifying and segmenting customers into target groups and tailoring marketing outreach appropriately
- Performing statistical analyses (e.g., frequency, correlation, regression)
- Preparing and executing marketing, sales, and new business plans
- Producing and analyzing financial statements

WORK EXPERIENCE

2006-pres. *Senior Benchmarking Research Analyst- Saratoga, PricewaterhouseCoopers - Chicago, IL*

- Provide support to client teams participating in the annual U.S. and global on-line benchmarking studies, industry-focused consortiums, and custom and promotional offerings by: answering questions about the surveys; providing webinar trainings on how to use the on-line tools; verifying that the data submitted is accurate; and assisting them with mapping corporate and HR strategies to key performance indicators and metrics, analyzing and utilizing results, and creating corporate and HR scorecards and dashboards
- Work closely with Saratoga consultants to generate custom comparator groups, analyze client results, and prepare and co-present key findings reports and presentations to Onsite clients (premium members)
- Assist with ongoing content updates to the annual benchmarking survey, as well as the annual master database quality review, outlier review and removal, and benchmarking report generation processes
- Help compile, organize, and refine our master list of employee engagement and exit survey questions
- Manage survey projects (employee engagement, HR satisfaction, etc.) from kick-off to final presentation
- Work on business development initiatives including: writing and copyediting proposals, engagement letters, marketing brochures, mass communications from Saratoga, articles for the monthly Saratoga Review newsletter, the annual Human Capital Effectiveness Report Executive Summary, and whitepapers; gathering survey program information from current benchmarking clients to present and sell additional services; and preparing customized sales presentations
- Manage Google AdWords account and website updates and assist with thought leadership webinars

2004-2006 *Benchmarking Development Manager- Global Best Practices (GBP), PricewaterhouseCoopers - Chicago, IL*

- Guided and advised subject matter experts (SMEs) throughout the benchmarking questionnaire creation process, including the formation, editing, and publishing of survey content (questions and instructions) and generation of technical specifications for on-line questionnaires (survey layout and data validations)
 - Led planning, communications, monitoring, and closure of data collection initiatives (DCIs) on behalf of DCI sponsoring partners, building opportunities for partners and their engagement teams to identify respondents' performance gaps, build relationships through the analysis and presentation of custom benchmarking reports, and propose additional services to prospects and clients based on their results
 - Co-created, launched, and managed the global Finance Effectiveness (targeted at the CFOs and SVPs, VPs, and Directors of Finance) and Tax Effectiveness (targeted at Tax Directors and VPs of Tax) Benchmarking Series, gaining participation from many of PwC's key global accounts
 - Presented benchmarking program information in formal client presentations or conference calls in order to solicit initial participation or to help clients work through a questionnaire
 - Provided GBP leadership and technical teams with survey respondents', PwC practitioners', and the GBP benchmarking team's points of view regarding survey and report content, format, and usability
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- Supervised Benchmarking Processors' (BPs) generation of cursory reports and follow-up questions, validated and sent follow-up questions to clients, evaluated clients' follow-up responses, ensured appropriate corrections to database were made, performed final quality review on reports generated by BPs, and distributed reports to the appropriate PwC contacts and Global Relationship Partners
- Helped answer GBP Helpline questions and fulfill custom quantitative benchmarking data requests from PwC practitioners, PwC clients, and GBP subscribers
- Assisted with sales calls, new user-training, and GBP training at PwC's annual Advisory University
- Participated in the migration of existing questionnaires and data into the new on-line survey environment

2003-2004 *Consultant- Chicago, IL*

- Provided marketing consulting and research services to The Colette Steward Group, Inc. (a healthcare, public policy, non-profit, and government sector consulting firm) through the Center for Urban Business
- Led a team of mechanical engineers and industrial designers in creating a new product concept and full marketing plan using Rehkemper Invention and Design's patented Rehco Rocket Air Motor™
- Through the Chicago West Side Entrepreneurship Center, helped PharmaIn to develop and write a full business plan in order to seek out federal and state grants and funding from angel investors

2002-2003 *Senior Sales and Marketing Representative- College Craft Painters- Wheaton, IL*

- Created ad copy, implementing and measuring the effectiveness and ROI of various marketing programs
- Finished 2002 leading all salespeople in both revenue generation (\$351,000 sold) and job profitability
- Mentored and assisted in formal sales and marketing training workshops for all new representatives

1996-2001 *Owner/Manager- Subway Sandwiches- Addison, IL*

- Managed store finances, marketing, advertising, operations, and staff, personally hiring and training an average staff of 7-9 Sandwich Artists, while maintaining a high retention rate (only 17 total employees)
- Increased yearly sales each year after the first from \$280,000-315,000

1995-1996 *Inside Fabrication Sales Representative- Ryerson Tull, Inc.- Chicago, IL*

- Worked in conjunction with all back-office and warehouse departments, as well as various third-party vendors, to exceed targets with custom fabricated metal sales of over \$1.5 million annually

1994 *Franchise Owner/Manager- College Pro Painters- Urbana, IL*

- Handled all marketing, estimating, selling, production, QA, and finances for a new franchise territory
- Hired, trained, and managed 4 teams that painted 42 home exteriors, generating revenue over \$60,000

EDUCATION

2004- M.B.A. Marketing and Entrepreneurship concentrations- *University of Illinois at Chicago's Liautaud Graduate School of Business*

- 2004- Inducted into Beta Gamma Sigma, the international collegiate business honor society

1994- B.S. Finance- *University of Illinois at Urbana-Champaign*



ACTIVITIES

2005-pres. *Teaching Assistant- Junior Achievement- Chicago, IL*

- Assisting with business education in elementary classrooms on a volunteer basis through PwC

2002-2006 *Alumni Corporate Board Treasurer- Alpha Kappa Lambda (AKL)- Champaign, IL*

- Helped plan and launch multi-million dollar fundraiser for the renovation of our historic chapter house

2000-pres. *Board of Directors and volunteer- Teen Parent Connection- Glen Ellyn, IL*

- Elected to Board of Directors in 2007, annual fundraiser volunteer, and substitute group facilitator

Proficient in using: Microsoft Office applications (Excel, Access, PowerPoint, and Word), Lotus Notes,

LiveMeeting, NetMeeting, QuickBooks, Google AdWords, and the Internet as a research tool

Possess basic skills in: SPSS, MS Project, MS Visio, and Spanish

