

OBJECTIVE

Consulting projects analyzing business and marketing opportunities, and driving strategy formulation and execution.

AREAS OF EXPERTISE

Business and marketing planning and analysis

Process development and re-engineering

Technology integration

Global program launch implementation

Community development

Team leadership and facilitation

Classroom and online Trainer

PROVEN CAPABILITIES

- Providing leadership and drive to formulate strategies; develop dynamic implementation projects; and building superior working relationships to deliver results
- Launching global product and services through entire value chain, expedited pilot phases, diagnosed metrics and handled critical problem resolution attaining positive user experience
- Comprehending and implementing new technology rapidly and effectively
- Delivering services that creatively solve complex business scenarios by analyzing problems, and facilitating high performance teams to streamlining costs and processes
- Creative and tenacious product management professional with diversified experience in global product launches; from concept development through pilot to mainstream deployment with strong focus on customer and partner satisfaction, process re-engineering and ROI
- Systematic thinker with exceptional ability to organize teams that achieve desired results

GINA
BELLEVUE, WA

EDUCATION

Executive Masters of Business Administration, University of Washington

Bachelor of Music in Education, University of Washington

Bachelor of Arts in Music, University of Washington

CoveyLink Speed of Trust, Certified Facilitator

PROFESSIONAL EXPERIENCE

Business Strategist

Pullar Productions

Sr. Product Manager,
Program Manager

Microsoft Corporation

Market Manager Strategic
Accounts, Technical Design
Consultant, Field Market
Manager, Service Manager,
Sales Consultant

US West Communications

- Formulated strategic changes to Partner Services programs, led planning, analysis and execution for major benefits overhaul of all Training products. Increased product usage.
- Created marketing programs, materials, communications strategies and tactics for all program components; ex. Certification program redesign and logos launch.

- Built new business processes and policies; and created documentation / websites to enable workers to be more productive and effective.
- Launched global program within 5 months; developed strategies development; write Program and Operations Guides; recruiting and training support techs and ran successful pilot.
- Created pilot processes and vendor management requirements for each new program.
- Change management facilitator recommending efficient designs achieving increased productivity while lowering costs.
- Developed certified trainer strategy for recruiting and grew channel trainer capacity by over 300% in 3 years.
- Produced analysis and framed decisions for executive management on strategic directions including: goal setting, resource allocation and cost strategies.
- Formulated competitive assessment, identified gaps, recommended process changes to increase delivery channel effectiveness.
- Authored and edited effective corporate documents including: Detailed Product Requirements, Customer Proposals, Requests for Proposals (RFPs), Business Cases, Capital Proposals, competitive product analyses, product strategy reports and business presentations.
- Managed project / vendor teams that formulated written recommendations for new enterprise customer service programs that drove sales and increased customer / partner trust; shorten development of next generation products.