

*Transforming Technology into Value*

**BUSINESS DEVELOPMENT • CHANNEL MANAGEMENT • OPERATIONS**

**Dynamic, visionary business leader with 15 years of experience driving revenue growth, market share and profitability while leveraging technology to optimize performance**

Self-driven, goal-focused executive with **global perspective** and a record distinguished for creativity, initiative and leadership of complex business and technology programs. Astute P&L manager, **maintained profitability** while achieving **growth rates in excess of 130%**. Keen analyst, strategic thinker and savvy negotiator with strong relationship building skills. **Crafted business solutions** with focus on wireless communications and mobile computing. Developed effective **business models**, managed **financial planning for billion-dollar business units**, **managed budgets to \$25,000,000** and developed **high-performing teams**. Delivered business advice and services to **Fortune 500** corporations. **Authored two books** and more than **40 magazine articles**. Poised and articulate speaker with power to persuade and motivate. **Keynote speaker at major industry conferences**, and appeared on **national Television** including the *CBS Early Show and Computer Chronicles*.

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**“What others say...”**

“Ms. XXXXX has a reputation of impeccable integrity, developing strong organizations, being an inclusive leader and delivering impressive results.”

*George XXXXX, former Chief Operating Officer, XXXXX Wireless*

“With a tremendous eye for opportunity, backed by solid technical knowledge and strong business skills, Ms. XXXXX offers the ability to turn solutions into reality.”

*Viki XXXXX, former Director, Microsoft Corp.*

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**CAREER TRACK**

**MANAGING DIRECTOR**  
ACT, INCORPORATED

1993 - Present  
Washington, District of Columbia

Catalyze product development and sales growth, manage business operations and P&L for this provider of strategic management consulting, technology and training services. Conduct research and formulate market initiatives targeting government agencies, IT vendors, *Fortune 500* corporations and emerging growth companies. Develop, negotiate, and direct large-scale, complex client projects to achieve quality standards, budgets, and timelines while exceeding customer expectations.

- ▶ Guided the company’s development from inception into a thriving enterprise with **an annual growth rate of 130% over 10 years**.
- ▶ Secured contracts and orchestrated successful systems migration and research projects for clients including the **Electric Power Research Institute, New York Board of Trade, American Express, Motorola and Cingular**.
- ▶ **Brokered strategic alliances** with CTIA, ZD Events, IDG, UTC and CMP and galvanized partners in the development and launch of new ventures.
- ▶ Created and delivered the bi-annual **COMDEX / DiscoverIT™ Wireless Computing Showcase** that presented creative, cutting edge solutions for IT executives and attracted tens of thousands.
- ▶ Led marketing, advertising and public relations activities; wrote copy, designed marcom materials and developed corporate websites including ACT-IT.com and Discover-IT.com.
- ▶ **Produced several multimedia training products** on wireless and wire-line data communications via CD-ROM and internet download and **distributed by Amazon.com and other resellers**.
- ▶ Recruited, developed, motivated and managed the performance of teams up to 75, including more than 20 ACT staff and contract employees.

*Continued*

**BUSINESS DEVELOPMENT / TERRITORY MANAGEMENT**

1988 - 1993

FUJITSU / SCA / LOTUS / UNISOFT

California / Connecticut / New York

Utilized marketing, sales and management expertise vital for promoting technology solutions for US and international markets. Evaluated competitors, developed pricing plans and sales programs to attain assigned quotas, closed and effectively managed major accounts. Worked with engineering teams to define technical requirements and designed customized wireless computing and other business products.

- ▶ **Grew Northeast territory sales by 180%** at Fujitsu and **led the world organization in revenue** production; sold **groundbreaking non-recurring engineering revenue deals**. Brokered sales to New York Board of Trade, Sealand, Con Edison, UPS and PSE&G (1991-1993).
- ▶ **Established a third party channel** for SCA's communications software, an accomplishment reported in a trade publication. Simplified pricing, increased revenues and serviced major accounts and resellers (1990-1991).
- ▶ **Developed IBM, AT&T, General Electric, NYNEX, Coopers & Lybrand** and other national accounts for Lotus Development's financial solutions. **Surpassed quotas by 125%** (1988-1990).
- ▶ Sold UNIX OS, tools and services to OEMs, vendors and systems integrators for UniSoft (1988).

**PRODUCT / FINANCIAL MANAGEMENT / BUSINESS PLANNING**

Prior to 1988

AT&T

New Jersey / New York

Coordinated complete product life cycle for third-party software; managed **product acquisition, marketing, advertising, customer sales and support** with accountability for P&L performance. **Managed finance and budget for a \$1,300,000,000 business unit** as strategic planner; evaluated business / financial plans of two major divisions as member of AT&T's CFO Group.

- ▶ **Generated \$30,000,000** in new computing products and services revenues and **sustained 110% growth rate** in four consecutive years; closed sales with **American Express, Chemical Bank, Shearson Lehman, Oppenheimer, Manufacturers Hanover** and the **State of New York**.
- ▶ Played key role in developing the comprehensive **capitalization plan** submitted to the Federal Communications Commission in support of the initial break up of AT&T.

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**LEARNING CREDENTIALS**

**MASTER OF BUSINESS ADMINISTRATION IN Marketing / Finance / Economics**

Northwestern University - Kellogg Graduate School of Management, Evanston, Illinois

**BACHELOR OF ARTS IN ECONOMICS • Honors**

Brandeis University, Waltham, Massachusetts

**Additional courses, seminars and workshops include:**

Massachusetts Institute of Technology (MIT) Computer Training Program

Project Management Professional Certification PMP® – underway

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**ORGANIZATIONS & ASSOCIATIONS**

Industrial Representatives Association • The Telecommunications Association

Advisory Board Member – COMDEX (7 years) • Board of Directors – XXXXXXXX Corporation (5 years)

President – The Rotary Club of XXXXX, XXXXXXXX

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**ADDITIONAL**

Speak, read and write fluent French; possess intermediate level skills in Spanish

MBA Exchange Student - École Supérieure des Sciences Économiques et Commerciales, Cergy, France

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REFERENCES AND FURTHER DATA PROVIDED UPON

ESTABLISHMENT OF MUTUAL INTEREST