
National and International Sales and Marketing
BUSINESS DEVELOPMENT

Strategic Planning --Advertising/Promotion – Organizational Development

Motivated self-starter with superior ability to identify and capitalize on potential business with a broad based experience directing business development managing domestic and international sales and marketing franchisors, distributors, brokers and over 126 direct personnel. Achieved budgets and forecasts within 2% of goals, conducted market research and analysis to develop strategic plans, implemented competitive pricing, increasing market presence to 100% and market share to over 50% with existing and new product introductions in start-up and on-going Fortune 500 Corporations. Developed marketing tools, interfaced with sales and marketing departments.

Education

Bachelor of Science Degree, Business Management – Pepperdine University, Malibu, CA

Areas of Key Strength

Sales Operations & Planning
Negotiations
Business Plan Development
Strategic Planning
Key Account Management

Market Research & Analysis
Advertising/Product Promotions
New Product Introduction
Product Pricing Strategy
Hiring, Training & Development

Budgets & Forecasts, P&L
Brokerage/Franchise Operations
Proposal Preparation
Contract Administration
MS Office Products

Career Highlights

Vice President, Field Development

EIRO Research

A startup network marketing company in the United States offering a liquid nutraceutical and energy drink.

- ◇ Instrumental in the selection of the company name and product branding
- ◇ Presented and marketed EIRO Research to prospective key leaders for recruitment in the company's top ranking positions.
- ◇ Facilitated the design and implementation of training programs and materials including new starter kit, audio online training and weekly manager development conference calls.
- ◇ Designed the recognition and rewards program to include a rewards system targeted to drive selling, sponsoring and promoting.
- ◇ Conducted infield training and recruitment presentations during pre-launch through the United States.
- ◇ Planned and implemented through strategic alliances the online business tools and retail operation for initial pre-launch event.

Vice President, Sales and Marketing

Body Wise International

An 18 year established direct selling company with annual sales of 12 million and 11,000 Consultants in the United States and Canada.

- ◇ Re-engaged field leadership with the new compensation plan launched in January, 2007 through a Chairman of the Board leadership team opening channels of communication participation in company programs
- ◇ Designed new training program and materials including new starter kit, audio "Learn as You Earn" online training and weekly manager development conference calls.
- ◇ Launched new product line within four months at the annual manager training meeting in October '07.
- ◇ Revamped the recognition and rewards program to include a rewards system targeted to drive selling, sponsoring and promoting.
- ◇ Redesigned and rebranded the Body Wise web site and print materials to appeal to a broader market audience
- ◇ Coordinated hiring of personnel including Customer Service and Marketing and Sales managers to assist in training and the development of marketing programs and collateral materials
- ◇ Acting General Manager during CEO absence with oversight for operations, distribution and product development.

Vice President, Sales and Marketing

BriteAge Corporation

A direct selling company launched in 2006 selling nutraceuticals for brain health targeted to over 186 million 20+ years of age demographic group.

- ◇ Designed and launched BriteAge Direct Selling Brain Health Program in Southern California for distribution through the United States and U.S. Territories.
- ◇ Present BriteAge comprehensive program to investors for funding
- ◇ Created all marketing materials and sales incentive programs and constructed the compensation plan for this unique product line and distribution channel.
- ◇ Responsible for the development of BriteAge field leaders, designed and distributed business training tools and develop business aids targeted to increase sales and sponsorship.
- ◇ Conduct weekly training for BriteAge Associates through audio and internet programs including BriteAge Academy for the development of Associates to Management Leadership levels
- ◇ Coordinate hiring of direct personnel including Customer Service and Marketing and Sales managers to assist in training and the development of marketing programs and collateral materials

Executive Business Development Director

Arbonne International

Direct selling company with annual sales of over \$950,000,000 and 1,000,000 Independent Consultants in the United States and Canada

- ◇ Established the first Business Development Department hiring staff, creating and implementing a two year business plan to increase sales and sponsoring and to address the critical training needs and marketing tools for Arbonne International in the United States and Canada.
- ◇ Designed and launched Arbonne's Online University within nine months contracting state of the art software to offer free online training utilizing focus groups and curriculum experts to develop each training module.
- ◇ Created and implemented the first Weekly Audio "Learn & Burn" Training program offering free training online with leading internationally known experts and top leaders for specific training programs.
- ◇ Responsible as the primary liaison between the corporate team and the top National Vice Presidents, to improve communication, design and distribute business training tools and develop new business aids targeted to increase business sales and sponsorship.
- ◇ As a result of the business development projects company sales increased over 164% and sponsorship increased over 230% for Arbonne International in 2005 over 2004.

President

ROI Results Oriented Innovation

Organizational Development Company founded in 1998 with a focus on providing personnel assessments, training, and executive strategic objective planning seminars.

- ◇ Provided professional personnel assessments to assist in the hiring, training and development of employees to help minimize turnover and increase employee retention to Macrolink, L3 Communications, and Danielian Architects.
- ◇ Consulted and researched each company's industry standards and competitive factors to recommend the appropriate training to aid in achieving strategic objectives.
- ◇ Conducting seminars for top executives to help create their vision, mission and strategic objectives for their organization.
- ◇ Custom designed team building and mentoring seminars for clients who were seeking performance improvement in cross-departmental functions
- ◇ Partnered with senior executives to train and develop management skills in new and existing employees to reduce attrition from over 20% to less than 5%.

International Business Development

Futurekids, Inc.

Consulted for a privately owned international education technology company with sales exceeding \$50,000,000 per year.

- ◇ Managed relationships with international regional franchisors to maximize bottom line return to both the franchisor and Futurekids, Inc. in Europe, Asia and Middle Eastern countries.
- ◇ Consulted and researched individual country situations, including governmental issues, educational systems, and technology infrastructures funding sources to aid in business development.
- ◇ Assisted in the development of a business plan toward a successful Futurekids business franchise in each country and developed an in-depth understanding of the country's current situation and conducted an in-depth needs analysis to determine what Futurekids could provide to meet the current demand.
- ◇ Worked with regional ministries of education and other governmental officials at Cambridge University to achieve business objectives.

Director of Sales & Marketing

Trillium Health Products

Small electronics health products company with sales exceeding \$65,000,000 per year.

- ◇ Coordinated hiring, training and managing domestic and international sales force consisting of 14 distributors, 23 broker agencies and 6 direct sales/marketing personnel.
- ◇ Developed and implemented planning and operational budgets and established cost management program to contain expenses and deplete excess inventories.
- ◇ Created competitive market analysis studies...prepared strategic plans, and designed consumer-marketing materials. Launched a marketing program to open new channels of distribution in retail accounts, health stores and other specialty stores achieving 100% distribution.
- ◇ Implemented and met sales & marketing forecasts within 5%, prepared budget plans within 2% and devised and instituted product pricing strategies.

National Sales Manager

Mass Connections

Top domestic direct marketing promotions firm with \$56,000,000 annual sales as National Sales Manager.

- ◇ Initiated contacts with executive managers to secure national demonstration contracts including Proctor & Gamble, Colgate/Palmolive, The Dial Corporation, Nestle USA and Bristol Myers.
- ◇ Developed marketing & sales program to contact top 200 consumer products companies.
- ◇ Conducted contract negotiations, created sales promotion campaign materials, conducted training seminars for account managers, and analyzed all promotional events to determine viability and useful contribution to increased sales.
- ◇ Monitored national campaigns with over 36,000 marketing events.
- ◇ Gathered data and developed statistical analysis to measure promotional success in achieving customer goals.
- ◇ Maintained contact with broker network and consumer product manufacturers and managed trade show participation.
- ◇ Coordinated tradeshow activities and materials, devised promotional campaigns and conducted product presentations at trade show events

Career Profile

Vice President, Field Development
Vice President, Sales and Marketing
Vice President, Sales and Marketing
Business Owner, Executive Dir. Business Dev.
President
International Business Development
Executive Administration, Sales & Marketing
Executive Administration, COO, QA, HR
Director of Sales & Marketing
National Sales Manager
Regional Sales Manager
Regional Broker Manager
Division Manager
District Manager
Unit Manager

EIRO Research
Body Wise International
BriteAge Corporation
Arbonne International
ROI Results Oriented Innovation
Futurekids, Inc.
Quest Diagnostics - Nichols Institute
Quest Diagnostics
Trillium Health Products
Mass Connections
Campbell Soup
ConAgra
Kellogg's Company
Kayser-Roth Industries
Purex Company/Armor Dial

Accomplishments

Completed Los Angeles Marathon, 1989, Patent Pending for *It's Cooler on Wheels* 1989, Joined with a team of Executive to launch BriteAge Corporation into the Direct Selling Industry Distribution Channel, Member of the DSA, Launched own business 1998, *ROI Results Oriented Innovation*, Founder of the Women's Partnering Network, Member of National Speakers Association, Member of International Platform Speakers Association, Member of Society for Human Resource Management, Member of the American Society for Training and Development, and Member of the National Association for Woman Business Owners