

Confidential

EDUCATIONAL BACKGROUND:

Masters Degree in Business Management, Lesley University, School of Management, Cambridge, MA
B.S. in Business Education, Salem State College, Salem, MA
Credit courses in Multimedia/Web development and Vocational Education, University of Massachusetts

PROFESSIONAL SUMMARY:

Product and Program Management, Griffin Enterprises, 2010 - Present

- Consultant-driven entrepreneurial startup offering business short-term solutions:
 - Business feasibility analysis, ROI analysis, five-year forecasting, go-no go decision support criteria
 - Market analysis, competitive analysis, marketing plans, launch plans, product vision and roadmap
 - Web design and development, messaging, tag lines
 - <https://www.griffin-enterprises.com>
- Multi-state real estate facilitation

Project and Business Management Consultant, Apollo Systems, print inspection startup, 2007 - 2009

- Provided business and competitive analysis, identified and targeted market segments and identified new business.
- Created all marketing materials for company awareness and product launch: press releases, information sheets, competitive updates, corporate and product brochures, etc.
- Co-developed employee policies and generated employee manuals, new employee orientations, etc.
- Generated a family of products designed to meet industry specific needs from corporate goals.
- Developed Market Requirements, Competitive Positioning, Product Roadmaps, lead generation materials for the company as well as individual products within a newly created product portfolio.
- Responsible for reviewing and responding to request for proposals (RFP) and Government Solicitations.
- General Project Management in preparation of facilitating new business startup processes, including business operations plan, employee handbook generation, product and corporate marketing, and product management.

Web Designer, Independent Contractor, 2006-2007

- Designed, developed, Griffin-enterprises.com, talent pool for product and program management.
- Designed and developed website for BandBgutters.com, a contractor services company.
- Designed, developed, and maintain website for Conroy Ocean Vacations property rentals and management.
- Designed website for Castlehunting, a multi-state real estate brokerage.
- Facilitated the operational development of two start-up companies

Project Manager/Senior Business Systems Analyst, TJX Companies, Systems 2000-2004

Managed through influence the development of products/applications to meet business requirements:

- Business requirement analysis and documentation through user experiences and process roadmaps
- Qualitative/quantitative customer research to determine business want versus need for features requirements
- Product managed product design, development and implementation of corporate Sales & Use Tax application.
- Project managed the systemic coordination and implementation of the corporate Fundraising application.
- Managed the analysis, development and integration of division-wide data mart for Property Development
- data migration via ETL and ELT processes utilized in multiple applications.
- Project managed development of corporate Stock Options implementation and interface to Merrill Lynch
- BI/created work and system process flows, business requirements, and product specifications for applications in my Financial portfolio
- Generated RFP (Request for Proposals) for third-party products and project led evaluation, selection, and implementation of customized vendor products for imaging, currency management, and vendor store services.
- Prepared test plans for user acceptance, beta testing, and implementation testing of new products
- Acted as subject matter expert when giving product presentations to the division.

IT Program Manager, Evergreen Investments, 1997 - 2000

Operational strategist with proven ability to design, lead and deliver projects including program strategy, impact analysis, ROI analysis, resource identification, and timelines for delivery. A highly skilled business manager of multi-site, multi-function, and multi-industry operational teams, focused on utilizing the strengths of employees to develop and deliver cost-effective products and valuable service relationships. As a direct report to CTO and COO, I:

- Program managed six out of seven corporate initiatives identified as critical to the company's success
- Negotiated contracts for service: statements of work, milestones, deliverables, and process management
- Managed cross-function groups developing & delivering a \$3.5M integrated sales system.
- Managed corporate Y2K program; identifying, testing, certifying, and replacing non compliant SW and HW products across three states and with 600 employees. Managed 22 indirect reports.
- Project Managed development and rollout of a \$3.4 million sales information system.
- Managed the creation of a disaster recovery process, including off-site system backup, archiving, and emergency processing environments.
- Oversaw compliance of the parent company's technical audit requirements.

Business Development Consultant / Department Manager, Allmerica Financial Corporation (401(k) business purchased by ACTI, TSSG, and First Data Investor Services in a two year span), Worcester, MA

- Part of senior staff responsible for providing corporate strategy to seamlessly merge two financial companies.
- Program Managed migration of culture, systems, and operations for 600 employees
- Acted as temporary Human Resource Manager until full-time manager was hired. Developed job descriptions, career paths, operational procedures, and performance matrices. Managed job fairs and hired staff.
- Acted as Operations Manager with a 24 x 7 staff of 12 trade processing associates on two shifts.
- Operational assignments to act as System Liaison, Director of Training, and Projects Consultant for the division.
- Performed process re-engineering to eliminate redundancies and streamline two separate operations departments for 401(k) management. Enabled company to down size, becoming more effective and more accountable.
- Developed an Audit Department to ensure client and shareholder account accuracy.
- Drafted all business requirements and monitored system activity to ensure timeliness and quality.
- Established a Training Department and managed a staff of six associates
- Developed client and employee communications tools, as well as delivered industry and system training

Software Product / Business Development Manager, Compaq/ DEC, Merrimack, NH

- Responsible for \$2.3 million portfolio including Artificial Intelligence, Systems Accounting, Rdb Databases.
- Negotiated third-party contracts for technology buyouts, joint development, and licensing agreements.
- Managed P&L for software product business.
- Prepared business and marketing plans, including competitive analysis, launch plans, product forecasting, etc.
- Generated \$11M in profits for 3rd-party products by integrating them into complete office solutions
- Managed the complete life cycle of 12 strategic products from design to retirement.
- Established the first "loaner" program for beta-test products to fill product pipeline before announcement, resulting in \$14M in orders within the first 3 months
- Initiated customer focus groups to determine second-generation product buyer wants versus needs.
- Created field test plans, selected participants, and implemented programs.
- Created successful marketing and training tools, which fostered sales wins over the competition.

Hardware Product Marketing Manager, Digital Equipment Corporation, Maynard, MA

- Managed 20 Local Area Network (LAN) and Internetworking products, generating \$13 million the first year.
- Created 5-year operational budgets and sales forecasts for smart-hub networking products.
- Developed marketing plans with competitive analysis and product positioning strategies.
- Developed marketing communications tools to create the necessary visibility for commodity-based products.
- Managed the sales overlap between internal sales and distribution channels.

Tactical Sales Training Consultant, Digital Equipment Corporation, Stow, MA

Responsible for ensuring that Fortune 100 and 500 accounts received time-critical training in areas where corporate and national account sales were stagnant. The results generated \$10 million increased revenue the same quarter as training.

Course Developer/Instructional Designer III, Digital Equipment Corporation, Nashua, NH

- Developed integrated computer-based training using proprietary SCRIPT language
- Developed and delivered technical training for sales support personnel.
- Designed, developed, and delivered technical Train-the-Trainer sessions during product field test.
- Used instructional design methodologies to generate international courseware for technical products.

Core Competencies:

Product Management

- Life cycle management
- Alternate feasibility studies
- Business planning
- Five-year forecasting
- Product analysis and requirements
- Roadmapping
- Cross-functional team member
- Product vision and strategy

Marketing Management

- Market analysis and planning
- Competitive analysis and updates
- Focus group facilitation
- Customer face-to-face requirements
- Customer business “hot point” definitions
- Lead generation programs

Project Management

- Waterfall and Agile mix
- Collaboration with all business units and cross functional teams
- On time and under budget is always the goal
- Direct and influence management

Educational Programming

- Instructional design
- Lecture, seminar, integrated online training development
- Train-the-trainer (T3)

3rd-party relationship management

- Contract negotiation
- Statements of work
- RFP solicitation and response

Communication

- Presentations
- Data sheets
- Media development