

Areas of Expertise



**Organization
Design &
Development**

Sales Excellence

**Training & Facilitation,
User Manual Creation**

Industries

Telecommunications, Broadcasting, Specialty Chemicals, Manufacturing, Pharmaceutical, Architecture/Construction, Financial Services, Education, Enterprise Software, Staffing

Positions Held

Managing Director, Nimble Leader

Managing Principal | Executive Coach, Apollo Leadership Capital, LLC

Department Head – Change Management & Operations, AlphaStar Television Network, Inc

Various Sales Leadership and New Product Development Roles: Starz Entertainment Group, Showtime Networks, WBAZ-FM, Union Carbide Corporation

Education / Certification

MSOD, University of Pennsylvania

Master Certified Career Coach

Master LIFO® Certified Trainer

Six Sigma Green Belt Trained

Appreciative Inquiry Facilitator

Human Resource Management Certified

B.S., Slippery Rock University

Publications

- The Evolution of A Coach, master's thesis, University of Pennsylvania
- Career Search Reference Guides

Speaking Engagements

- Healthcare Businesswomen's Association (HBA) – Career Search Strategies
- University of Pennsylvania Graduate School – Creating Your Coaching Model
- Coaching Conference at Penn – Effective Coaching Techniques
- ATD OD SIG – Generational Differences in the Workplace
- Federal Government – Listening Skills for Leaders in the Workplace

Personal Brand | Experience and Successes

Organizational Design & Development | Sales Excellence

Core value: I engage people to 'actualize' their best self, perform new tasks with excellence in the face of change, and deliver results.

Organizational Design and Development

- Increased team productivity 17%-21%. Basis for success: delivered LIFO® methodology workshops, conducted 360° feedback, created experiential learning experiences for managers that enhanced internal communications.
- Authored and implemented the change communications plan that sped the installation of the first formal performance management system to <8 months with 100% adaptation at HQ and 7 locations.
- Wrote multiple training materials (3K+ pp) for 4 companies that taught new hires and veterans how to do complex procedures in 45+ unique job functions. Authored in-depth software user manuals by department.
 - Analyzed skill sets, identified transfer skills and developed succession plans for 800+ people that engaged them in stimulating new directions.
- Consistently exceeded sales goals by 28%+ while project managing 535+ marketing campaigns and live PPV television events. Managed teams, negotiated contracts, and trained frontline employees.
- Streamlined process flow, trained employees on new techniques and assisted in implementing strategic HR goals and objectives.
 - Identified performance gaps, clarified roles, and streamlined work flow that improved work processes driving employees to a higher level of performance demonstrated by increased revenue.
 - Performed organizational assessments, executed active and passive observations and produced actionable organizational design recommendations; collaborated with senior leaders on design initiatives, wrote the communication plan, and executed implementation.
 - Re-engineered the performance management process of a 200+ company by instituting SMART goals and coaching leaders and employees to execute; identified performance levels, formulated position role clarity, and benchmarked salaries in alignment with business goals.
 - Guided managers in documenting performance issues, counseled employees, developed performance plans, and prepared leaders for performance discussions.

Sales Excellence

- Only sales person to increase sales by 2x during a down market; maintained plant manufacturing uptime. Grew 11-state territory as the first full-time female sales person for Union Carbide's Carbon Products Division.
- Exceeded sales goals by 125% to 184% with marketing campaigns ranging from \$900K to \$1.7M in value; designed and led regional sales strategy with multiple client groups on a quarterly basis.
- Consistently increased subscriber growth by 28%-35% per marketing campaign. Managed sales teams, P&L, budgeting and forecasting. Set region marketing strategy. Negotiated contract terms with senior leaders.
- Engaged employees to consistently exceed sales goals by 75%-835%. Increased sales by 40K+ per campaign using incentive programs and customized training methods that modified and sustained sales behavior change.
- Increased manufacturing customer's market share from 8% to 100% (\$1M per year). Overcame sales objections by piloting a comprehensive solution.

ORGANIZATIONAL DEVELOPMENT

Organizational Diagnosis

- Current State: Internal/External
- Active & Passive observations
- Data Collection, Surveys, SWOT
- Data Reporting
- Action Planning
- Implementation
- Monitor & Measure

Goals & Objectives

- Executive Champion
- Mission, Vision, Strategy

Future State

- Feedback Loop
- Course Correct



Training & Facilitation

- Facilitate Brainstorming & Problem Solving
- Create Training Programs
- Write User Manuals for New Processes
- Train Employees
- Measure Learning Competency

People Initiatives

- Right People, Right Seats
- Role Clarity
- People Development
- Engagement
- Succession Planning
- Rewards

Leadership Development

- Become Self Aware
- Develop Style & Use of Power
- Intrinsic/Extrinsic Motivations
- Live with Integrity
- Lead with Purpose & Passion
- Empower Others to Lead