

EXPERTISE

National award-winning marketing and ebusiness executive, program, project and sales manager; a proven partnership builder and revenue driver. Pioneering online customer conversion, process flow, user-experience and information architect. Industry recognition for innovative website ad sales and traffic growth. Experienced consultant for strategic ebusiness best practice delivery, analytics-driven ROI planning, online advertising expertise and new business development. MBA-credentialed business leader. Particular expertise in analyzing and remedying outdated and uncompetitive ecommerce channels.

EXPERIENCE

Fidelity Investments (contracted consultant), Boston, MA and Merrimack, NH : Jan., 2007—Sep., 2009

Project Manager, Design Team Lead & Information Architect

(May, 2009—Sep., 2009) Led IA, design and editorial efforts for two complex, high-profile online financial tools with critical deployment deadlines (Roth 401k Conversion Evaluator and Fidelity Personal Retirement Annuity Calculator). Integrated closely with business, investment management, solution delivery, legal and development teams to visualize, plan, architect and design UX-focused, self service calculators that represent state-of-the-art analytical tools for high-wealth investors.

- Directed design-to-development efforts for two business-critical \$1.5M tools that impact multi-millions in customer assets.

(Mar., 2008—Sep., 2008) Closely coordinated multiple client teams and led designers and developers in the IA, design and production of two vast Fidelity HR system sites in consultative, highly-responsive, lightning-paced Agile environment.

- Directed Flex development through multiple synchronous, rapid iterations pushing hi-res prototypes to Fidelity executives.

(Feb., 2007—Mar., 2008) Directed team of over ten IA, design, editorial, and usability specialists through highly-complex, rigorously-scheduled 450+ page redesign of Fidelity's Small Business Payroll product. Managed daily project-wide architecture, design and usability testing operations. Regular presentation to Fidelity executives.

- Guided 35-member interdisciplinary team through exacting and exhaustive \$10M+ BRD-to-SDS project life cycle, from requirement origination to wireframing to design and style guide, usability testing and technical spec delivery.

Business Communications Consultant

(Oct., 2008—Mar., 2009) Managed development and rollout of online content for Fidelity Board and Trustees. Strategized key architecture and presentation; researching, designing and integrating critical content. Acted as business-design-development liaison managing deadline-driven rollout across high-level Fidelity business groups.

- Managed high-profile \$1M+, one-on-one document reformatting project integral to first fully web-enabled Fidelity Board Meeting with 80 Trustee documents converted, proofed and posted. Formal guidelines creation and implementation.

CourseCorrect Communications & Consulting, Stratham, NH : Jun., 2003—present

Principal & Managing Director

Independent management consultant providing strategic planning, partnership- and business-development. Web presence analysis and direction for process flow and user experience enhancement. Aggressive visitor and revenue growth remedy through SEO/SEM, email and affiliate marketing management. Design, branding, PR and copywriting. Engagements include:

Fidelity Investments, Boston, MA and Merrimack, NH

Business communication consultant, project manager, design lead and information architect (experience noted above).

Makibie, Merrimack, NH

Agile project manager, information architect and development team lead (experience noted above).

PartnerCentric, Santa Barbara, CA

International business development and in-country UK market-entry research for US's largest outsourced affiliate marketing management firm. Executive and investor-level business plan research, contribution and writing.

Wayfinder AB, Stockholm, Sweden and London, England

Design and development of UK sales website for Sweden-based worldwide wireless GPS navigation system provider.

Aztec - Learning Innovators, Ltd., Exeter, England

Website, content and navigation design and development for leading UK corporate training consultancy.

The Miller Agency, Shelton, CT

Navigation and functionality redesign and corporate client intranet development for nationwide captive insurance leader.

The PR Department, London, England

Client case study copywriting and pitching for national human resources magazine and construction trade publications.

Shoeline.com (H.H. Brown Inc., a Berkshire Hathaway company), Nashua, NH

Redesign and reconstruction of international footwear retailer's online store operations and ecommerce functionality.

General Electric (Electric Insurance Company), Beverly, MA : 2000—2003**eBusiness Partnership & Marketing Manager, Six Sigma Green Belt**

Industry-first online sales initiative concept creation, development and management. Responsible for design, content and development of ecommerce sales channel with first-to-market online quote, bind and CRM systems. Managed traffic generation through SEO, online advertising and market research programs. Developed and aggressively grew affiliate partnership programs. Planned and led site overhaul resulting in 2nd place in Gomez national insurance site rankings.

- Developed traffic generating partnership programs that grew targeted site visitors by 145% over 12 months (to 60k/mo).
- Developed B2B alliances and partnerships that increased affiliate-originated site traffic by nearly 800% (to 35k/mo).
- Designed and managed online sales programs that exceeded revenue goals by more than 90% in first year.
- Built and managed website and traffic programs that generated more than 20% of company's annual new sales revenue.

The Bakersfield Californian (bakersfield.com), Bakersfield, CA : 1998—1999**Marketing & Sales Manager**

Managed growing regional site's brand and promotions, traffic generation and sales revenue production. Managed divisional strategic development process and served on senior management planning committee. Recruiter and manager of sales staff that prospected, solicited and retained Paper's online ad clients. Cultivated cross-divisional synergies to increase ad sales.

- Developed and managed cooperative online and print partnership programs that increased site traffic by 577% (to 9k visitors/day), monthly revenue by 236% (to \$30k/mo) and ad sales client base by 1118% (to 130) in just twelve months.

Ab Initio Communications, Orlando, FL : 1997—1998

Founder and owner of ecommerce consultancy. Researched and wrote 1998 business plan for *Car & Travel*, AAA's national 1.75 million circulation magazine. London International Boat Show sales for Magellan and Garmin GPS systems.

Time Warner Cable (the Full Service Network), Orlando, FL : 1996—1997**Manager, Network Promotions & Print Applications**

Product manager for advertising content and ad client accounts for Time Warner Cable's new product launch of the cable industry's first fully-interactive digital cable television technology trial. Development and management of Network's cross-channel consumer promotional campaigns, in-home customer printer applications and user and market research.

- Developed and gave ad sales presentations to C-level executives, including Ford, Nissan, Best Buy, Procter & Gamble, SmithKline Beecham, Atlantic and Elektra Records that landed the world's first interactive TV ad contracts.

American Automobile Association : 1986—1996**Marketing Director, AAA MountainWest, Helena, MT**

Marketing, advertising and corporate image direction for Montana, Wyoming and Alaska AAA clubs. Directed marketing and sales development, customer acquisition and retention strategies; banking product sales. Writer and producer for internal communications, radio and TV ads and media buys.

- Executive editor of Montana's largest paid-circulation magazine at 90,000+ subscriptions.
- Managed 670K+ piece, \$300K budget direct mail programs with record-breaking response rate of 3.6%.

Sales Director, AAA Montana, state-wide, MT

Managed company-wide sales staff of 50+ through the direction of six branch office managers. P&C, L&H licensed.

Service Center Manager, AAA Washington, Wenatchee and Lynnwood, WA

Maintained only 100% positive annual branch customer service rating in company history. Rapid promotion to larger branch.

Communications Specialist (and membership counselor), AAA Washington, Seattle, WA

Managed marketing and public relations events and trade shows; featured in 50+ TV, radio and newspaper interviews.

EDUCATION**MBA, Marketing & E-Business, Sawyer School of Management, Suffolk University, Boston, MA : 2000—2002**

Intensive MBA program finished in less than two years with 3.96 GPA. Beta Gamma Sigma honor society member.

BA, Trade & Transportation Geography, University of Washington, Seattle, WA**MILITARY & ADDITIONAL INFORMATION**

- **U.S. Marine Corps:** 1981—1992 (three 4-year reserve tours). Staff sergeant, platoon leader responsible for 25 marines.
- **Technical environments:** Managed programs and led dev/design teams in Agile methodologies, DHTML, Java, Flex, AJAX.
- **US & UK citizenship.** Business familiarity with and legal ability to work in UK/European markets.