

## Sample Resumes

Chronological/Accomplishment Format 1

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Chronological/Accomplishment Format – One Page

Chronological/Functional Format

Accomplishments Format

Functional Format (transition to corporate, non-profit, or university role)

Recent College Grad Format

Consultant

# Lisa Simpson

742 Evergreen Terrace  
Springfield, NJ 07920

201/555-3909  
[lsimpson@aol.com](mailto:lsimpson@aol.com)

## Marketing and Communications Writer

Twelve years of writing, editing, and positioning communications materials for a variety of products, companies, and services

- **Translate complex information into readable prose** in fields as diverse as law, travel, construction, real estate, and publishing.
  - Easily adapt **marketing style** to speak to a range of audiences through various communication vehicles.
  - Publish **informative articles** on numerous topics for internal and external publications.
  - Craft **dynamic copy** for advertisements, brochures, promotional materials, and creative gifts.
  - Write **succinct press** releases with “sound” bites excerpted by media.
  - Use **interviewing and research skills** to produce more effective and targeted materials.
  - Generate **strategic ideas** both independently and by brainstorming within groups.
  - Significant **work with graphic designers**, sharp eye for graphic elements, and comfortable with printing process.
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## Experience

### *Freelance Writer*

*2004-present*

- Faraway Travel: **Wrote succinct but imaginative copy and interesting sidebars** for a travel catalog.
- Construction Today Magazine: Created **four 16-page advertorials** in a trade magazine profiling a prominent construction company, two well-known engineering firms, and a world-renowned architecture firm; interviewed senior executives to best portray the companies and their respective accomplishments.
- VeryGood Graphic Design Group: Crafted presentation points to pitch firm’s services for a major project to a leading business and financial publishing company.
- Iran Departure of Tourism: Wrote a **key informational newsletter** for 6,000-plus high-end travel agents and partners.
- YummyFizz: Updated portions of beverage manufacturer’s Yummy Cola label, creating **new copy in the company’s irreverent style**.
- Pretzel Pilates, Inc.: Wrote a **press release to pique the interest of New Jersey media**, making the studio stand out as unique among the many private exercise studios in the area.
- Britney Wear LLC: **Wrote first-ever corporate description** for this designer, manufacturer, and distributor of apparel, helping get the company a meeting with the buyer of a 900-store mass marketer; created **sales letters** in an effort to establish new line.

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- Hubba Hubba Magazine, Inc.: **Created proposals to persuade advertisers** to buy ads in book and on line; brainstormed product-specific added-value programs that would best elicit sales.
- Pants-On Fire Protection, Inc.: Crafted this fire alarm and security company's **first-ever sell sheets** on the organization and its capabilities; wrote **targeted sales letters** for several different markets.

*Communications Writer, Magliozzi & Tappet, New York, NY*

*2000-2004*

- Edited and managed the production of two external technical quarterly newsletters and annual recruiting and firm brochures for this multi-national law firm; coordinated with a variety of senior partners, freelancers, and printers to ensure they **reflected the firm's voice** and had powerful visuals that were consistent with specific style guidelines.
- Wrote compelling articles and **deal/case blurbs** for internal and external newsletters; created **brochure and advertising copy, invitation text**, and other special materials as they arose.
- Wrote, edited, designed, and desktop published an information internal monthly newsletter circulated to the firm's 1,400 employees in eight offices with six countries.
- **Interviewed** senior partners, managers, and junior stag to obtain content for effective articles; devised and implemented **surveys**, distilling results to put together **intelligible reports**.
- **Wrote letter, memo, and email text** for senior partners and managers to disseminate as their own.
- **Saved \$45,000** in the last year by implementing creative solutions without sacrificing quality of materials.

*Marketing Writer, Olde Tyme Builders, Inc., New York, NY*

*3/96-4/00*

- **Wrote and managed the design and production of business-to-business proposals, brochures, Web text, multimedia presentations, newsletters, articles, press releases, fact sheets, and executive biographies** for this renowned construction and real estate company.
- **Researched and conferred** with multiple parties (executives, project managers, joint-venture partners, and consultants) to produce these materials.
- Created such materials for **nine subsidiaries and eight offices** throughout the country.
- **Coached presenters** to deliver effective presentations by working with them on content and organization, speaking skills, and physical gestures.
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- Proposals and presentations helped win projects with a **gross construction value of over \$2.5 billion**.
- **Interviewed senior executives, project managers, and contractors** for information to augment materials' effectiveness.

*Media Associate, Springfield Redevelopment Corporation, New Brunswick, NJ*

*9/94-2/96*

- **Originated ideas, wrote copy for**, and designed advertisements and special promotional materials for non-profit urban redevelopment group.
- Researched, recommended, purchased, maintained, and trained co-workers on a **\$30,000 computer network** and accompanying software.

*Marketing Assistant (Trade and Export Departments), Shabby Chic Publishing Group, New York, NY*

*9/93-9/94*

- Wrote press releases for a variety of titles and genres for this publisher of oversized art books and other high-end illustrated publications.

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- Wrote sales letters to generate retail and wholesale interest as well as interest outside the industry for tie-ins.
- Coordinated with Editorial, Publicity, Production, Design, and Special Sales departments to facilitate conferences, trade shows, and projects for 120 new titles and several thousand back-list titles.
- Orchestrated bi-annual conferences for trade sales representatives.
- Promoted from Marketing Assistant of one department to two within six months.

## E d u c a t i o n

### *Not Quite Ivy University*

*1991*

- Bachelor of Arts: graduated *summa cum laude*
- Double Major: English and American Literature (High Honors); Theater (High Honors)
- Named Not Quite Ivy Scholar

### *Continuing Education Classes, various institutions*

*1992-present*

- Marketing, advertising, copywriting, newsletter writing and design, essay writing, humor writing, book marketing, publishing, grant writing.
- Springfield School of Continuing and Professional Studies: Certificate in Marketing and Advertising.

## C o m p u t e r   S k i l l s

- Quark XPress, Photoshop

**Borat Sagdiyev, M.D.**  
**1 Dreary Lane, Kazakhstan**  
**(917) 884-0807**  
**Email: bsagdiyev@att.net**

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## **SUMMARY STATEMENT**

**Healthcare analyst** with four years of experience as a buy side analyst at both a hedge fund and broker dealer focused primarily on the biotechnology industry, but also on the specialty pharmaceutical and medical device sectors. Experienced in the fundamental analysis of healthcare companies including assessment of the prospects for new medical therapeutics from a scientific, regulatory and commercial perspective.

- Broad knowledge of several sectors of the healthcare industry.
- Understanding of the current regulatory environment and the key macro issues affecting companies within these sectors.
- History of success in assessing the likely outcome of key clinical trials of major products under development by biotechnology and specialty pharmaceutical companies. In 2005, successfully predicted the outcome of CV Therapeutics ERICA trial, Cardiome's ACT 3 trial and Renovis's SAINT-1 trial amongst others resulting in significant financial gains.
- Ability to interpret key clinical data presented at both academic meetings and published in the medical literature.

Have the ability to develop informed investment decisions by engaging extensive contacts in the medical and regulatory communities as well as in the pharmaceutical and biotechnology industries. Able to converse fluently with academic physicians and researchers engaged in clinical drug development given medical background and experience as a clinical researcher.

## **PROFESSIONAL EXPERIENCE**

### **FINANCIAL SERVICES**

**Trivial Capital Management**, New York, NY

2004-Present

#### Senior Healthcare Analyst

Analyze companies in the biotechnology and specialty pharmaceutical sectors as investments candidates for a long/short equity hedge fund. Work directly with the fund's portfolio manager in selecting stocks and managing the portfolio in these sectors.

- Perform due diligence on new drugs, medical devices and other medical technologies currently under development. Assess the commercial prospects for new medical therapeutics including market size, likely pricing and initial launch projections.
- Engage clinical researchers and physicians involved in clinical trials in order to predict and handicap their likely outcomes. Assess the trial design of ongoing clinical trials and interpret results, including the statistics, of clinical trials as they are reported.
- Calgon was top biotechnology company pick in 2005; the stock ended the year up approximately 140%.
- Develop strong relationships with senior management teams of companies within the above medical sectors in order to gain a fuller understanding of their operations and to further inform investment decisions.
- Engage regulatory consultants to determine the likely outcome of FDA regulatory decisions involving new drugs and other medical therapeutics.

**Engulf, Devour & Co. LLC**, New York, NY

2002-2004

Healthcare Analyst

Performed fundamental analysis of companies throughout the various healthcare sectors including biotechnology.

- Analyzed companies operation in all of the major healthcare sectors for a long term oriented multi-billion dollar long/short fund.
- One of top picks was Criotech which rose over 100%. Recognized the blockbuster potential of Criotech's Vaxin based on its ability to distinguish itself within the antidepressant market. Accurately predicted the positive FDA regulatory action on Recollectiona for the treatment of Alzheimer's Disease.
- Developed detailed financial models which incorporated projections based on assessment of prospects for newly introduced products.
- Interpreted prescription trends and other relevant data in order to make revenue projections for pharmaceuticals and other medical technologies in both the launch and post-launch phases of development.

## MEDICAL

**Private Practice Psychiatrist**, New York, NY

2001-Present

Specialize in psychopharmacologic management and provide supportive psychotherapy.

**New York Presbyterian**, New York, NY

2001-2002

Attending Physician, Psychiatric Emergency Room

Clinical Instructor, Department of Psychiatry

**Clinical Resources**, South Orange, NJ

2000-2001

Private Practice Psychiatric/Research Physician

- Served as the Principal Investigator for a number of pharmaceutical company sponsored clinical trials investigating new antidepressant, anxiolytic and cognitive enhancing (anti-dementia) medications.
- Carried out clinical trial protocols including both the medical and psychiatric assessment of clinical trial subjects as well as the administration of study instrument measures.

**Research Associates, Inc.**, New York, NY

1999-2000

Private Practice Psychiatrist/Research Physician

## BOARD CERTIFICATIONS

Diplomate, American Board of Psychiatry and Neurology

2001-Present

## STAFF PRIVILEGES

New York Presbyterian, New York, NY

1996-Present

## PROFESSIONAL SOCIETIES

American Psychiatric Association

1997-Present

## **FINANCIAL CERTIFICATIONS**

Series 7 Certification

## **PUBLICATIONS**

**General Hospital Psychiatry: Psychiatry, Medicine and Primary Care**

Volume 28, Number 9, November/December 2000

Consulting-Liaison Psychiatry Database (2000 Update)

Part II: Nephrology Drug and Psychotropic Drug Interaction: Significance and Recommendations

## **EDUCATION AND TRAINING**

**Robert H. Smith Graduate School of Business, University of Maryland**, Baltimore, MD

MBA in Healthcare Administration, June 2003

Smith/Doctor's Hospital Program in Healthcare Administration

Beta Gamma Sigma Honor Society

**Beth Israel Medical Center**, New York, NY

Resident in Psychiatry, July 1996-June 1999

Chief Resident, Psychiatric Emergency Room, 1998

**Curie College of Medicine**, Maplewood, NJ

Doctor of Medicine, June 1995

**Dartmouth College**, Hanover, NH

Bachelor of Arts in Psychology, May 1988

Board Senior National Honor Society

Psi Chi National Psychology Honor Society

PAMELA ANDERSON | 25 Smith Lane, Yonkers, NY 10433 | 646.255.1046 | anderson@alum.college.org

## EDUCATION/TRAINING

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Cornell University, New York, B.A. in Film and Theater, June 2006 (graduated with high honors)

coursework included: creative writing; film/video (filmmaking, documentary, experimental, animation); set design; drawing; music (jazz piano, electro-acoustic); theater (history, acting, movement, directing).

Eugene O'Neill National Theater Institute, New London, CT, Spring 2005

coursework included: acting; directing; playwriting; voice; movement (drozhin, biomechanics, alexander); set design.

St. Petersburg State Theater Arts Academy, St. Petersburg, Russia, April 2005

coursework included: acting; directing; chorus ensemble; voice and speech; dance; movement.

Dalton High School, New York City, June 2002

senior video yearbook editor; dalton dance company core member; jazz ensemble pianist.

Oxbow Art School, California, Fall 2000

coursework included: drawing; painting; printmaking (intaglio); sculpture; photography; film/video; creative writing.

## AWARDS & FELLOWSHIPS

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**Gurdin Prize** | Cornell University | Ithaca, New York

award given in recognition of the best student director in a theater department production during the 2005/2006 academic year.

**Warner Bentley & Henry B. Williams Fellowship** | Cornell University | Ithaca, New York

fellowship granted to the student who has significantly enriched the world of theater in his/her cornell career, intended to provide a bridge between the undergraduate experience and that of the professional world.

**Westchester Indie Film Festival** | Larchmont, NY | Spring 2006

4-minute film, "uninterrupted," was chosen out of over 100 applicants as one of 5 films shown in a special student film showcase.

**Northhampton University Film Festival** | Northhampton, Massachusetts | Summer 2006

4-minute film, "uninterrupted," was chosen to be shown.

## RELEVANT EXPERIENCE

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**Stage Manager & Film Editor** | Cornell University | Ithaca, New York | Summer 2006

stage managed university production of shakespeare's winter's tale.

compiled and edited video component for production.

**Director** | Cornell University | Ithaca, New York | Spring 2006

directed harold pinter's betrayal for thesis in directing.

**Film Editor & Art Director** | Cornell University | Ithaca, New York | Fall 2005

designed and edited video component for university production of martin mcdonagh's cripple of inishmaan.

designed advertising materials for the production.

**Marketing Assistant** | Theaters-R-Us | New York City | Summer 2005

planned 2005-2006 musical/theatrical season and advertising campaign for nyc performance venue with marketing director.

**Producer, Director, & Actor** | Play-A-Day Company | New York City | Summer 2005

co-produced weekend-long theater event in brooklyn bridge park.

directed three plays in the festival and acted in one.

**Director** | Flea Theater | New York City | Summer 2005

directed o.j. simpsons's car chase of the century.

**Film Editor** | Marcy Marson | Ithaca, New York | Fall 2004

filmed and edited professor marcy marson's dissertation performance.

**Musician** | Greg Gregson Jazz Guitar Ensemble | Ithaca, New York | Winter and Spring 2003

played jazz piano with professor greg gregson's jazz guitar trio, performing regularly on and off the cornell campus.

**Freelance Graphic Designer** | Merk Consulting, Inc. | New York City | 2001 to present

design, write, and edit power point presentations and other proposals for a human resources consulting firm.

**Copywriter & Art Director** | Community Resource Center | New York City | Summer 2001

conceptualized and designed organization logo and advertising campaign posters and other materials.

created and developed curriculum and materials for children's cooking classes.



**RESEARCH / INFORMATION SERVICE PROFESSIONAL** with extensive training and specific expertise in:

- Library skills – research, reference and bibliographic
- Project preparation, from concept to finished piece
- Education skills, from curriculum preparation to presentation
- Administration and supervision

Expertise gained in a variety of settings including libraries, university classroom / administration and a medical museum. Worked both individually and in project teams.

### **DEMONSTRATED SKILLS**

Library skills:

- Supervised libraries, including book selection, cataloging, and maintenance of circulation records.
- Modernized library by defining community needs and then significantly increasing the children's library.
- Wrote monthly newsletter about books, created book displays and led book discussions.
- Maintained computer database of museum artifacts.
- Prepared annotated bibliographies and bibliographic exercises.

Project preparation:

- Planned museum exhibits and located artifacts.
- Planned, researched and produced museum brochures.
- Researched and wrote museum display information.
- Researched and wrote PhD thesis in English.
- Assisted in grant preparation.

Educational skills:

- Full responsibility for a variety of courses in undergraduate core literature.
- Participated in planning orientation and educational workshops for new teachers.
- As member of committee, planned and moderated forums on the theory and practice of teaching.
- Chaired book selection committee for the introductory English course.
- Consulted for Riverside Anthology, 2<sup>nd</sup> edition (selection evaluation).
- Conducted museum tours for health care professionals and public school groups.
- Presented papers at professional conferences.

Administration and supervision:

- Supervised all new departmental teaching assistants.
- Led weekly training meetings for teaching assistants.

### **PROFESSIONAL EXPERIENCE**

<b>Assistant to the Museum Director</b> Medical Museum, The University of Iowa Hospitals and Clinics, Iowa City, IA	1999-2000
<b>Program Associate</b> General Education Program, Department of English, The University of Iowa	1997-1999
<b>Teaching Assistant</b> Department of English, The University of Iowa	1995-1999
<b>Librarian</b> James Tower High School, Iowa City, IA	1988-1997
<b>Librarian</b> Junior High School 1356, Bronx, NY	1977-1982

## EDUCATION

- PhD** Department of English, The University of Iowa, Iowa City, IA, 2001  
Summer Institute in Modern Icelandic Language, Reykjavik, Iceland, 1999  
Radcliffe Institute, Cambridge, MA, 1982-2004
- MLS** Brooklyn College, Brooklyn, NY, 1977
- BA** Department of Philosophy, State University of New York at Stony Brook, NY, 1976

## LANGUAGES/ COMPUTER

Reading knowledge of French, German, Modern Icelandic, Old English, and Old Norse  
Working knowledge: IBM PC and Macintosh for word processing and pamphlet design  
Knowledge and experience on computerized bibliographic retrieval on DIALOG

## PUBLICATIONS AND PRESENTATIONS

Resnick, Regina E., (1998). "Ari's *Islendingabok*: The Emergence of Old Norse Prose and the Beginning of Saga Construction." Presented at the Medieval Association of Mid-America, Warrensburg, Missouri.

Resnick, Regina E., (1998). "Early Old Norse Prose." Presented at the meeting of the Iowa Medievalists, Iowa City, IA

Resnick, Regina E., (1998). "Diminishing Discourse: The Loss of a Personal Voice in Old Norse Medieval Literature." Presented at the annual meeting of the Midwest Modern Language Associations, St. Louis, MO

Resnick, Regina E., and Runar Helgi Vignisson, (1998). "Ari frothi nadi yfirhandinni." Morgunbladid (Reykjavik, Iceland) Laugardagur 11, Juni.

## PROFESSIONAL ORGANIZATIONS

American Library Association

Modern Language Association

National Council of Teachers of English

Special Libraries Association

Medieval Academy of America

Soc. For the Advancement of Scandinavian Studies

SENIOR CORPORATE COUNSEL with strong management skills and broad international and U.S. experience in high technology as well as the consumer-product industry. Significant experience in litigation both as litigator with the U.S. Attorney's office (SDNY) and as a manager of litigation at two major corporations. Experienced in all aspects of doing business with the Federal Government, including government contract law and government relations. Proficient in negotiating and dealing with commercial agreements of all types.

THE DANCER COMPANY

1997 – Present

Assistant General Counsel, (1986 – Present)

Direct and advise on all legal matters for \$1.4 billion company and represent company before DOD. Staff –15.

- Faced with continuing problem to recover monies on contracts running at a loss due to changes in "specs," developed an in-house capability that simplified recovery process and increased returns.

Vice President & Group Counsel, (1983 – 1986)

Direct and advise on all legal matters for Aerospace Groups and represent company before DOD. Staff –15.

- Prevented prosecution by Justice Department contractor fraud, FCPA and antitrust violations. Accomplished by legal/factual arguments to U.S. Attorneys and establishment of prevention programs.
- Represented Dancer as legal/business manager in join venture with Mitsubishi and negotiated licensing, distribution and sales agency agreements in Japan. This significantly improved ROI, royalties and sales in Japan.
- Preserved company's relationship with DOD and avoided legal problems by convincing DOD that its recent requirements were not in accord with government "regs," and drafted a compromise document.
- Solved problems of multiple negotiations, royalty fees and contract terms with foreign companies by establishing and implementing uniform international licensing network.

Group Counsel, (1980 – 1983)

Direct and advise on all legal matters for Aerospace Group. Staff –12.

- Reorganized and re-staffed law department which significantly improved legal services quality and reduced costs by limiting use of outside counsel.
- Spearheaded efforts and convinced business aircraft manufacturers to supply company with data for manufacture of flight simulators. This enabled Dancer to enter a new business and for first time open industry to competition.
- Established joint venture with major aircraft manufacturer for training of pilots by negotiating and drafting agreement. This established Dancer's entry into training services market – a first.

Senior Corporate Counsel, (1977-1980)

Direct and advise on all legal matters for Consumer Products Group.

- Investigated and initiated meetings with U.S. Special Trade Rep to look into unlawful price cutting by Mexican industry through government subsidies. This forced Mexican Government to cease subsidies.
- Increased cash availability and financial performances by restructuring capital leases and direct ownership of company property. Accomplished by leasebacks, and drafting and negotiating all contracts, leases and financial agreements.
- Recovered \$500M in costs disallowed by Government by preparing and arguing case before ASBCA and the U.S. Court of Claims.
- Protected Dancer against nuclear liability risk on contracts and provided coverage by contract or insurance negotiated with plant operators on existing and future contracts.
- Settled with Consumer Product Safety Commission on such hazards as defects in gas meters, control switches and electrical hazards. Accomplished by persuading CPSC to accept company's plans of recall and redesign.

ASSISTANT U.S. ATTORNEY (CDNY)

1975 – 1977

Trial and appeal of civil cases for U.S. Central District of New York.

UNITED CHEM

1974 – 1975

Assistant Group Counsel

Accountable for legal matters of Metals Division.

KELLEY, DRYE & WARREN

1971 – 1974

Associate

Advised and represented large institutional clients on corporate, commercial and real estate matters.

EDUCATION

J.D. cum laude, 1971, Cardozo Law School. Graduated 2<sup>nd</sup> in class of 190.

M.A. honors, 1968, Fordham Graduate School.

B.A., 1963, Pomona College, Claremont, CA.

ADMISSIONS TO STATE AND FEDERAL BARS

Admitted: New York, Connecticut, District of Columbia

Admitted: Federal District Courts in N.Y. (CDNY, EDNY), U.S. Court of Appeals for Second Circuit, U.S. Court of Claims, U.S. Supreme Court

COMMUNITY LEGAL EXPERIENCE

General Counsel, Corporate Secretary, and Director of Holly Gardens Corporation, which managed 650-home community in Flushing, New York.

Member of Zoning Board of Appeals, Town of Westport, CT.

***Plant/Manufacturing Manager*** with broad knowledge and hands-on experience in the manufacture of retail packaging. Team-oriented manager with a record of significant contributions to individual plant and division profits. A versatile planner who obtains results in managing projects or major production operations. An energetic leader with the analytical skills to identify problems and thereby improve operating performance.

NATIONAL PAPER COMPANY, INC.

1979 – Present

Manufacturing Manager, Northvale, NJ (1986 – Present)

- *Developed, implemented and managed a program to improve makeready time on sheet-fed diecutters. Achieved a reduction of 1.5 hours versus a goal of 1.0 hours per makeready. The production capacity gained was worth \$4,000,000 in sales potential, or 5% of existing capacity.*
- *Innovated a low cost method for inserting paperboard liners in soap cartons. The investment was 10% of new equipment worth \$640,000, and the lead time was cut from 15 months to 4 months. Obtained \$8,000,000 in new business.*
- *Directed the activities of two project managers, a lithographic printing director, a field service mechanic, and a field service electronics technician.*
- *Provided the manufacturing expertise and perspective for a 3-year, \$25,000,000 capital expansion program. Record profits for division realized in the fourth year.*
- *Managed the transfer or sale of capital assets from 7 plant closings. Filled the capital needs, by priority, at other plant locations. Achieved a net profit on sale of remaining assets.*
- *Instructed plants on environmental matters. Provided help to each plant in filling the necessary reports regarding hazardous wastes and underground storage tanks. Negotiated a windfall profit of \$770,000 for the sale of air credits from Los Angeles plant.*
- *Designed and constructed equipment for placing handles on diaper cartons. Provided capability for \$12,000,000 of highly profitable business each year for six years. Generated about \$7,000,000 in pure profit.*

Plant Manager, Fort Wayne, Indiana (1985 – 1986)

- *Managed the activities of 240 salaried and hourly employees in the printing (gravure and offset), diecutting, and gluing of folding cartons.*
- *Established and nurtured a new department to metal edge and glue 100,000,000 aluminum foil cartons for the Anaconda Company, a new and profitably account valued at \$5,000,000 to \$7,000,000.*

*Plant Manager, Athens, Georgia (1982 – 1985)*

- *Managed the activities of 120 salaried/hourly people in the printing (flexo and offset), diecutting, embossing, and gluing of folding cartons.*
- *Conducted a successful management campaign that resoundingly defeated a union election.*
- *Planned the installation of embossing equipment to service a new account valued at \$3,000,000.*

*Production Manager, Nyack, NY (1981 – 1982)*

*Plant Manager, Baltimore, MD (1979 – 1981)*

*Education*

- *M.S., Mechanical Engineering, Thayer School of Engineering, Dartmouth College*
- *B.A., Engineering Science, Dartmouth College*

*Additional Relevant Information*

- *School board member for Northvale since 1989 and president from 1998 – 2001. Received the 2000 ARCHIE F. HAY award from the Bergen County School Boards Association as the outstanding school board member in Bergen County.*
- *Familiar with SQC and SPC through Tennessee Associated Seminar.*

**Entrepreneurial Retail/Wholesale Professional** with special expertise in all areas of account management and market awareness. Recognized as a dedicated, aggressive and seasoned achiever who can plan and deliver business objectives in rapidly changing environments. Consistently successful professional history of managing, servicing, training and motivating others towards profit-related goals.

WATERFORD WEDGWOOD USA, New York, NY

2005 – Present

District Sales Manager

Manage, develop and increase growth of major and independent accounts in the New York metro area. Formulate model stock program to maintain the basic flow of merchandise. Establish advertising focus. Arrange and conduct sales training for selling specialists and bridal consultants. Analyze retail selling and wholesale shipments for major accounts. Design visual presentation.

- Produced 2000 retail sales volume of 11 million dollars, and averaged annual sales increases of 18% by superior account management and timely new product introductions.
- Averted potential loss of business in a major account by repositioning and redefining customer relationship, winning rapport and trust to further alleviate the previously existing problem.
- Spearheaded largest design, production and installation of chandeliers for a major department store by working closely with chief lighting designer overseas and senior management of the account.
- Negotiated payments in several large accounts to allow continued flow of product into stores by satisfying account management with specific financial information.
- Facilitated recent openings of Calvin Klein tabletop shops through continued attention to allocation and tracking of merchandise, focused visual presentation, sales training and reciprocal support from the buying office.

Macy's, Paramus, NJ

1998 – 2005

China Buyer (2003 – 2005)

Controlled all aspects of buying for a 4 million dollar retail business. Focused on streamlining assortments in stores. Optimized inventory. Forged strong vendor relationships.

- Maximized sales by restructuring inventories to allow optimal product mix and stock levels.
- Reorganized special order system to better satisfy customer requests by encouraging increased vendor participation and re-sorting paperwork for more efficient processing.

Crystal Buyer (2001 – 2003)

Supervised all facets of the crystal buying office representing 3 million dollars in retail business. Evaluated market trends. Fostered key communication with branch stores.

- Increased business 15% annually by strategically enhancing crystal product assortment.
- Accomplished initial development of model stock program by gaining management support and funding to achieve significant sales increases.

Assistant Furniture Buyer (2000 – 2001)

Controlled furniture stock and samples for selling floors. Instituted weekly stock and sales counts for manual maintenance and reorder.

- Controlled merchandise flow in and out of warehouse for upholstered and occasional furniture to satisfy needs of stores and customers by developing detailed tracking system.
- Devised catalogue system for parts to expedite customers' orders by coordinating receipts of parts into repair department.

Men's, Young Men's, Boys, Outerwear Department Manager (1999 – 2000)

Management Trainee (1998 – 1999)

**EDUCATION**

Bachelor of Science, **Rutgers University**, New Brunswick, NJ, 1997

## *Chronological/Accomplishment format*

**GROUP INSURANCE EXECUTIVE** with extensive background in marketing employee benefits, sales management and the servicing of accounts.

Skilled in directing and managing group sales office in the medium and large case markets and the designing and administering of benefit plans and healthcare cost controls. Adept at developing new sources of business and consultant relationships.

Recognized as motivated, goal oriented and well organized self starter with excellent presentation and communication skills.

**MAXA**, New York City

2000 – present

### Divisional Group Manager

Directed staff of nine to achieve sales and net growth objectives and manage 70 cases developing \$60 million of premium. Recruited, trained and motivated group sales and service representatives. Developed new sources of business and strengthened consultant relationships.

- In two years, rebuilt division to achieve national honors by exceeding quota objectives and attaining rank of third largest group office in company.
- Achieved national honors in 1992, 1993, and 1996 by exceeding quota objectives and overall office performance. Directed group representatives so that 33% in 1992 and 50% in 1993 and 1996 qualified for national honors by exceeding goals.
- Generated three out of four group representative promotions in region from division in seven years.
- Achieved 168% of divisions' life premium quota, ranking third highest in the company in 1996.

### Group Account Executive

Managed and serviced six group accounts developing \$35 million of premium. Successfully renewed and managed financial results of each account. Coordinated all resources of Quikcorp in providing consultant services on benefit design, healthcare cost management, industry trends and legislative developments. Generated new business and enhanced relationships with clients and consultants.

- Conserved dissatisfied client by resolving serious claim, administrative and communication problems. Analyzed claim reports and recommended benefit changes and healthcare cost initiatives. Generated interest and commitment to offer a universal life program for employees.
- Preserved troubled 40-year old account by resolving difficult renewal and securing officer signatures to important documents. Mediated agreement between a hostile parent company and subsidiary to change reporting procedures, restoring an effective working relationship.



**U.S.A. LIFE INSURANCE COMPANY, New York City** 1995 – 2000

Vice President

Directed and managed group expansion marketing plans for Western Region. Assisted senior management in pricing and product development. Developed and implemented programs for marketing and underwriting flexible benefit plans to small groups. Total responsibility for opening seven new group offices; recruited seven new group managers.

- Achieved marketing objectives by increasing sales 184% and profit growth rate by 20% in four years.

**UNITED, New York City** 1989 – 1995

Group Sales Manager

Directed and managed a staff of 21 in achieving sales and net growth objectives. Developed new sources of business and enhanced relationships at major consulting firms. Recruited five group representatives and six service representatives, doubling the office size in three years.

- Awarded President's Cup three out of five years for being the top group office in the company for achieving objectives and efficiency in overall management and performance.

**JOHN ADAMS, New York City and New Jersey** 1970 – 1979

Group Sales Manager

Started in New York City Group offices as a group sales trainee. Achieved recognition as a sales production leader in 1972 and 1973. Progressed to assistant manager position in 1974 and was promoted to manager of the Maplewood, New Jersey office in 1977.

**EDUCATION/TRAINING**

Pitzer College, Claremont, CA, B.B.A./Marketing  
New York University Stern Graduate School of Business, Management and Marketing  
Dale Carnegie Institute  
N.A.S.D.  
Grid Management Course (UNITED)  
Forum Corporate Sales Course

**PERSONAL**

New Canaan Exchange Club – Board of Directors  
Pitzer College Alumni representative in Connecticut  
New Canaan Field Club – Director  
United Way Director

**FINANCIAL/OPERATIONAL EXECUTIVE** with multi-faceted experience in both the fashion accessory and apparel industries. A result oriented professional whose background includes achievements in fast growth environments, turnaround situations and international operations. Recognized as a dedicated professional who can plan and deliver profitability objectives in a rapidly changing environment.

**SARA LEE ACCESSORIES**, New York, New York 1999 to present  
**Senior Director of Operations and Finance**

Accountable for all activities involving foreign-sourced product, quality control, distribution, warehousing, customer service, traffic and finance. Annual operating budget of \$8 million and staff of 35.

- Established, organized, and piloted with P&L accountability, this start-up division of Sara Lee Cosmetics
- Met critical customer delivery dates through initiation and implementation of foreign-sourced product planning and control system.

**ANDREW JOHN**, New York, New York 1988 to 1999  
**Vice President of Finance and Operations**

Managed all financial planning, accounting, credit and collection, data procession, customer service, foreign-sourced product, warehousing, distribution, quality control and retail store operations for leading leather jacket and apparel importer. Annual operating budget of \$10 million and staff of 120.

- Reduced inventories by \$3 million while improving customer deliveries and inventory turnover, through implementation of foreign-sourced product planning and control system.
- Improved aging of accounts receivable of amounts over 90 days by implementing stringent research and follow-up procedures for customer chargebacks.
- Revised quality control procedures and instituted customer return policy which led to significant reduction in customer returns.

**NATIONWIDE INDUSTRIES** 1981 to 1988  
**Vice President of Operations and Finance**

Directed all activities involving manufacturing, foreign-sourced product, warehousing, quality control, distribution, customer service, human resources, accounting and date processing for women's handbag importer and manufacturer. Managed budget of \$12-15 million and approximately 700 people.

- Improved customer deliveries, through instituting production planning/control systems, labor controls and enforced quality control techniques.
- Reduced inventory levels, improved inventory turnover and decreased distribution costs by establishing a west coast center to receive and distribute foreign-sourced product.
- Obtained increase in productivity in manufacturing facility by reducing major bottlenecks in production, effecting reclassification and elimination of positions, and reducing the number of SKUs. This increase was obtained without serious union problems.
- Directed and managed a major renovation of Company's showroom to include over \$2 million of capital expenditures which upgraded the New York showroom and administrative offices.
- Initiated and implemented cost accounting, manufacturing and foreign-sourced product control and flow systems.
- Converted idle manufacturing capacity to a specialty manufacturing business contributing \$1 million in overall annual incremental margin.

Vue Industries, Hollywood, Florida (1982 to 1983)

Vice President of Finance

Managed all public reporting, shareholder relations, SEC compliance, state and federal taxes, acquisition due diligence, treasury function and retail store operations.

- Identified and eliminated six retail stores which were not contributing and concentrated available resources on remaining nucleus of 14 stores. At the end of the first year, the company had achieved an operating profit for the first time in five years.

Nationwide Glass Company, Columbus, Ohio (1981 to 1982)

Controller

Managed accounting, budget and distribution functions with a staff of 20.

- Improved aging of accounts over 90 days 30% to 3% over a six-month period by revamping customer contact and research procedures and converting accounts to automated system.

LIZZIE, INC., Columbus, Ohio

1979 to 1981

Audit Manager

Managed multiple staffs of professional accountants and directed operational and financial audits, acquisition due diligence, and systems installation.

- Planned and installed foreign-sourced product tracking system at fashion apparel subsidiary.

ARTHUR YOUNG & COMPANY; TOUCHE ROSS & CO.

1974 to 1979

Supervisor and Senior Auditor

Managed multiple staffs of professional accountants and directed audits of a diversified client base, including apparel manufacturers, department store retailers, distilleries and food processors. Planned and supervised completion of field audits, issuance of financial statements and report on internal controls.

**EDUCATION**

Certified Public Accountant and member, AICPA

B.B.A., Accounting, De Paul University, 1974.

## ALFRED Y. CAMPBELL

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456 West 125<sup>th</sup> Street #6B, New York, NY 10027, 917.412.8759, acampbell12@columbia.edu

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Investment Banking Executive specializing in investment banking, mergers and acquisitions, financial analysis, strategic planning, management, and team building. Extensive transactional experience in buy side and sell side M&A, strategic partnerships and alliances, tactical planning, organizational development, program management, and negotiation/deal structure.

### EXPERIENCE

**ABC BANKING**, New York, NY

2005-Present

*Director, Investment Banking*

Provide strategic and financial advisory services to stakeholders to maximize value.

- Instrumental in growing ABC Maintenance Group from a start-up aircraft repair company to \$30+ million in annual revenue by attracting and negotiating the sale to a strategic 40% partner, 123 Air, resulting in a 300% annual return to shareholders from initial capitalization.
- Advised CARS, a 1.6 billion revenue Swedish defense contractor, on the sale of Aerothrust Corporation, a 60% million revenue commercial engine overhaul facility by closing the sale with 456 Capital, a buyout firm for \$55 million acquisition price.
- Raised \$5 million for 123 Group, a privately held Pacific Rim focused facility-based telecommunications carrier.
- Served as an officer, interim CFO and Board of Director by restructuring predecessor company into four separate companies, each with its own distinct business focus.
- Structured and participated in several merchant banking activities, including the financing of aircraft engines.

**ABC AIRCRAFT**, New York, NY

2002-2005

*Chief Financial Officer*

- Created an international joint venture with Other Aircraft Industries, Ltd. (IAI), a global leader in commercial business and military aerospace and aviation, to develop a new type of low-cost, twin-engine, entry-level business aircraft using emerging avionic and jet technologies.
- Assembled a project team composed of investment bankers, lawyers, senior design engineers, and other aircraft vendors and financing partners.
- Developed and maintained business relationships with avionics and engine manufacturers, subsystem ABC's customers and strategic partners.
- Recruited a first class management team including senior executives from Atlantic Planes, Smith & Jones, ABC Gulfstream, Other Aerospace, and FunJets. Assembled an advisory board that included former Bank of the World and Big Bank International Chairman Jacob Frenkel and football legend Joe Montana.

**ABC AVIATION**, Miami, FL

1998-2000

*Vice President, Corporate Development (2000)*

*Director (1998-1999)*

- Oversaw all aspects of corporate strategy, mergers and acquisitions, as well as new ventures of this publicly traded (NYSE) company.
- Executed an acquisition strategy which successfully transformed Aviation Sales Company from an aircraft spare parts distributor with \$160 million in revenue and 300 employees into the largest independent aircraft maintenance provider in North America with annual revenue exceeding \$700 million, more than 4,000 employees, and a market capitalization of \$600 million.

**ABC AVIATION, continued**

- Evaluated the strategic and financial value of opportunities that enhanced company's mission of becoming a fully integrated maintenance, repair and overhaul provider to the world's airlines.
- Coordinated with management to integrate acquired companies by re-engineering work processes, realizing synergies, improving financial controls, and directing technology transfer.

**ABC INVESTMENT BANK, Stamford, CT**

1996-1998

*Analyst, Investment Banking*

- Advised major aerospace and aviation clients on market opportunities, potential acquisitions of strategic and undervalued targets, sale of divisions and joint venture interests.
- Leadership role working with underwriters in the IPO of \$150 million revenue principally owned aviation services company.
- Managed the transition period for a principally owned printing operation renewing major customer contract, developing new products and services, and recruiting new management team.

**ABC ACCOUNTING, Philadelphia, PA**

1993-

1995

*Staff Accounting, Audit*

- Conducted financial statement audits and other services for public and private companies within the financial services, manufacturing, technology, non-profit and energy industries.
- Advised corporate clients on accounting standards, taxation and conformity with Formosan patent filing requirements while working at the Taipei, Taiwan office of ABC Accounting.

**EDUCATION****COLUMBIA BUSINESS SCHOOL, New York, NY**

2007-2009

**LONDON BUSINESS SCHOOL, London, UK***MBA, Joint Global Executive Program***UNIVERSITY OF PENNSYLVANIA, Philadelphia, PA**

1990-1996

*The Wharton School, BA, Finance and Accounting**School of Engineering and Applied Science, BS, Material Science Engineering***ADDITIONAL INFORMATION**

- Certified in NASD and NFA Series 3, Series 7, and Series 63
- Conversationally fluent in Chinese (Mandarin)

## **TOM GETTY**

3536 Sunny Way  
Santa Clara, CA 94605  
(425) 671-4859  
tom.getty@gmail.com

### **PROFESSIONAL SUMMARY**

- Marketing expert with over ten years of proven experience developing innovation product launch and commercialization strategies in established and emerging therapeutic markets.
- Driven to accelerate revenue growth and improve patient care through professional education, brand creation and market development programs.
- Creative leader with demonstrated success translating complex scientific and technical information into market growth opportunities.
- Extensive experience developing customer relationships and managing senior cross-functional teams.
- Degree in Molecular Biology and candidate, MBA Executive Program, Berkeley-Columbia Business School (Jan. 2009).

### **EXPERIENCE**

**ABC SCIENCE**, San Francisco, CA

2008-Present

*Director, Strategic Development (Consultant)*

Medical education consultancy specializing in KOL development, advisory board management and speaker training.

- Lead content development and planning for national and regional advisory boards, speaker training and investigator meeting training for major biopharmaceutical companies.
- Manage client accounts, KOL development, consult on product positioning, and design interactive technology for KOL content distribution and training certification.

**ABC PHARMACEUTICALS**, San Francisco, CA

2005-2007

**ABC OTHER PHARMACEUTICAL** (acquired by ABC Pharmaceuticals in Jan 2007)

*Senior Product Manager*

- Directed ABC Other Pharmaceutical's strategic marketing programs to support a \$700 million commercial franchise (Tracleer and Ventavis) for pulmonary arterial hypertension (PAH).
- Simultaneously led multi cross-functional teams to develop complex platforms for professional relationships, offensive strategy, competitive intelligence and brand loyalty.
- Led a team of six senior managers, nine KOLs and multiple vendor teams to develop the largest market research study ever conducted for PAH that will run until 2012 ([www.trueregistry.com](http://www.trueregistry.com)).
- Within ten weeks, designed, developed and launched LabTrac, a patent-pending patient compliance and brand loyalty program to inhibit a competitive product launch for PAH.
- Influenced the PAH market's premier Scientific Steering Committee to present unpublished data to MCOs to enact broad coverage policies for combination therapy.
- Led all aspects of branding, promotional materials development, professional advisory boards, publication planning, speaker training and medical education.
- Selected and managed vendors, and planned seven-year CRO and agency budgets of \$28 million.

**ABC DATA**, San Mateo, California

2002-2005

*Senior Director, Business Development*

Web-based Electronic Data Capture (EDC) technology for Late Phase clinical trials.

- Developed the company sales and marketing vision and all aspects of market introduction, sales channel expansion and alliance management.
- Hired, trained and managed a senior sales team of five direct reports.
- Exceeded target revenue growth by more than 20% for three years.
- Designed software requirements for over 20 high-profile Phase IIIb/IV clinical trials, product launch, Rx-to-OTC and risk management programs.
- Created and led training classes for groups of up to 500 physician and nurse investigators.
- Account director for Genentech, Amgen, Abbott, Merck, J&J, PPD and Covance.
- Responsible for compliance with 21 CFR Part 11, ICH-GCP, OIG, DDMAC and HIPAA regulations.

**ABC CLINICAL DEVELOPMENT SERVICES**, Los Angeles, California

1999-2002

*Director, Late Phase Business Development (2000-2002)*

The world's largest CRO provider of clinical development and marketing services.

- Responsible for sales and strategy consulting for global Phase IIIb/IV clinical trials, product launch, registries, health outcomes research and reimbursement services.
- Led teams of expert consultants to conceive, propose and deliver full service, pre- and post-approval clinical trials and medical marketing programs.
- Spearheaded clinical development partnerships between Amgen, Quintiles, US Oncology and NCCN.
- Achieved 125% of sales goal; \$14M in new business wins in one year.

*Associate Director, Anti-Infectives and Immunology Business Development (1999-2000)*

- Responsible for sales and strategy consulting for pre-IND and Phase I-III drug development services.
- Achieved 140% of sales goal; \$21M in new business wins in one year.
- Account director for Genetech, Amgen, Gilead, Biogen-Idec and other top 20 accounts.

**ABC LABORATORIES**, Los Angeles, California

1998-1999

*Neuroscience Specialty Sales Representative*

- Responsible for hospital sales of Depakote for epilepsy, bipolar disorder and migraine headache.
- Created midnight-shift emergency room sales campaign that resulted in the fastest sales growth in the US.
- Achieved 120% of sales goal; ranked #3 out of 44 regional hospital representative in total Rx sales.
- Developed new relationships with emerging key opinion leaders in neurology and psychiatry.

**123 LABORATORIES**, Los Angeles, California

1997-1998

*Pharmaceutical Sales Representative*

- Launched three new products in specialty markets for hypertension, obesity and Parkinson's disease.
- Achieved 147% of sales goal; ranked #1 in sales for the Western Business Unit.
- Clinical pharmacology trainer for California, Arizona and Colorado sales forces.

**EDUCATION****COLUMBIA BUSINESS SCHOOL**, Columbia University, New York, NY

2007-2009

**HAAS SCHOOL OF BUSINESS**, University of California, Berkeley, California*MBA, Executive Program***UNIVERSITY OF COLORADO**, Boulder, Colorado

1991-1996

*BA, Molecular, Cellular and Developmental Biology*

**Rachel Shapiro**

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Philadelphia, PA 20411

(408) 215-6372  
RaShapiro11@gsb.columbia.edu

**SUMMARY**

Operational executive with 16 years experience in High-Tech, Information Security, and Operations. Proven team leader, crisis manager, and problem solver with highly developed analytical, organizational, communications, and strategic planning skills. Experience in budget consolidation and customer support. Extensive work as company spokesperson developing and communicating key messages accurately and convincingly, under deadlines, to many audiences including employees, media, customers, and analysts.

**EXPERIENCE****Oak Networks, Inc.**, Philadelphia, PA

2000-Present

**Senior Director, Deep Packet Inspection Technology Group (2007-Present)**

*Head engineering group and support general manager in operational aspects including budget, strategy and customer contacts.*

- Lead a group of 80 engineers in research, development, and quality assurance
- Consolidated and managed business unit's \$30M annual budget, driving efficiencies and eliminating a \$12M gap between bottom-up and top-down budgets
- Led development and release of an industry-leading high-performance network security appliance, bringing double digit revenue growth year over year
- Support product management, sales, and customer service in customer accounts
- Negotiate aggressive pricing discounts, service-level agreements with vendors
- Leverage offshore resources in India, China, and Russia to drive cost efficiencies

**Director, Security Engineering and Research (2004-2007)**

*Managed security research group, transforming it into a world-class thought leader in the information security industry.*

- Reengineered processes allowing Oak to leapfrog its competitors in terms of responsiveness to security issues – moving from a weeklong process to a process taking less than two hours
- Created strategic partnerships with vendors and industry groups, fostered information sharing between industry peers

**Senior Manager, Professional Services, OakScreen Technologies (2002-2004)**

*Spearheaded professional services in both managing in-house team of consultants and coordinating partner activities.*

- Supported OakScreen's top-tier and critical customer accounts in multi-million dollar deployments; included direct touch with customers in the Service Provider, Financial, Health, and Government industries

**Director, Operations, OakSecure (2000-2002)**

- Developed operational design of network security appliance; included creation of the bill of materials, security supply channels, establishing manufacturing and shipping operations
- Managed IT and Facilities groups, as well as running procurement for the company

**Israeli Defense Forces**, Israel

1995-2000

**Captain, Unit Chief Information Security Officer (1998-2000)**

*Subject-matter expert on computer data security in Israel's largest army unit. Provided strategic and tactical analysis of security issues in highly classified and mission-critical installations.*

**Lieutenant, Head of Computer Networking team (1995-1998)**

*Led network engineering organization in a highly complex and mission-critical data network.*

**EDUCATION****Columbia Business School**, New York, NY

2008-2010

**MBA.** Coursework focused on Management and Leadership.

**UC Berkeley Center for Professional Development**, Stanford, CA

2007

**Certificate.** Strategic Decision and Risk Management Program

**New York University**, New York, NY

1991-1994

**BA.** Computer Science and Psychology.

**ADDITIONAL INFORMATION****Industry Consortium for the Advancement of Security on the Internet**

2008-Present

**Board Member**

*Created unique industry collaboration with four other founding member companies to share information and domain expertise to advance information security on the Internet.*



**Eliza P. Tobin**

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**SUMMARY**

Finance Executive with expertise in strategic planning, corporate finance, negotiating deals, building effective teams, and leading change. Built media startup from a one-production \$12M US entity to a 14-production worldwide business unit of over \$100 million in gross margin.

**EXPERIENCE**

**Independent Consultant**, San Francisco and Los Angeles, CA 1999-Present

Built analytical models, streamlined business plans, managed executives and created efficiencies within established organizations. Procured new business opportunities for media and Internet companies.

- **A-Company:** Built models for P&L reporting for the Worldwide Financial Planning and Analysis Team to produce key metrics from data. Implemented measures to make reporting more efficient, more communicative and more transparent to the CFO.
- **B-Company:** Built the 2008 Marketing and Online business plans for B-Company, the retail video games unit of B-Company Inc., with 100% buy-in from all the department leaders and product managers. Optimized business plan to achieve a 12% reduction in costs.
- **C-Company:** Prepared a 10-year financial model for C-Company. Model analyzed the growth opportunities for key products by regions of the world, which precipitated an executive-level discussion on the pricing structure of key products.
- **D-Company:** Managed a team of 5 analysts and supervisors for D-Company's Marketing Finance division. Improved operating forecasts from a month-to-month variance rate of 34% down to 3%. Oversaw monthly strategy sessions with VPs and Directors of Marketing, providing insight into improving the business without sacrificing programs.
- **E-Company:** Evaluated and subsequently implemented a new pricing structure for membership in the E-Company, a non-profit lobbying group for the beverage industry.
- **F-Company:** Built a high-level dashboard of key metrics for F-Company's corporate Capital Planning division to identify areas of exposure in their \$3+ billion yearly hospital construction budget.
- **G-Company:** Implemented Sarbanes-Oxley spreadsheet testing.
- **H-School:** Prepared an overall strategic plan for H-School's Center for Research of Evaluation, Standards, and Student Testing, a research team for the Graduate School of Education and Information Studies. Project managed 15 research projects and 15 PhD researchers/engineers. Project managed the launch of a \$1.5 million H-School video software product for the Office of Naval Research.
- **I-Company:** Built initial worldwide plan for broadband expansion that resulted in expansion into Europe. Secured a \$1 million content deal for I-Company's worldwide portal. Negotiated 10 free content licensing deals. Presented a 4-day workshop for the Head of I-Company Broadband in San Francisco to introduce 25 content companies.
- **J-Company:** Performed a future revenue analysis on royalties from the "Seinfeld" TV show which initiated a \$10 million advance on behalf of J-Company Inc.
- **K-Company:** Acted as de facto CFO of Internet startup, K-Company Media Inc. Advised CEO on investment opportunities with venture capitalists, operational location issues, and assisted with business development efforts.

**L-Company**, London, UK

1993-1999

**Director of Business Development and Ventures**, International Television (1997-1999)

Launched new movie channels and negotiated distribution agreements across Europe and the Middle East.

- Spearheaded a revision of L-Company's TV distribution agreements across France, resulting in a 10% increase in revenues in a declining market.
- Negotiated licensing agreements of M-Company's film and TV product with N-Company at Cannes.
- Evaluated 3 joint ventures with a Video-On-Demand company, with N-Channel, and with other studios for the launch of a O-Movie channel.

**Manager of Finance, Planning and Deal Analysis**, Theatrical Productions (1995 –1997)

Created a finance department from scratch into a 12-person team tracking 14 worldwide productions and \$100 million in gross margin.

- Developed L-Company's Theater division's P&L forecasting process to forecast within tolerance levels of 2%, the highest accuracy level of the major studios' forecasting systems.
- Built worldwide long-range distribution plans for two hit Broadway productions.
- Created the production, development and marketing team budgets, profit and loss statements, and cash flow statements. Led monthly meetings to analyze achievements and recommend improvements to senior leaders. Left a legacy of a solid forecasting process, resulting in a workable structure that stood the test of time.

**Senior Analyst**, Motion Pictures Planning (1994 –1995)

**Business Planner**, Studio Planning (1993 –1994)

## EDUCATION

**Columbia Business School**, Columbia University, New York, NY

2008-2011

**Haas School of Business**, University of California, Berkeley, CA

MBA, Joint Executive Program.

**University of California at Berkeley**, Berkeley, CA

1989-1993

BA, Economics and Psychology