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QUALIFICATIONS SUMMARY

- Nine plus years of experience in meeting, conference and exhibit management in the higher education, healthcare, and commercial markets.
- Ten plus years as co-owner/manager of a successful custom jewelry business.
- Ten plus years in management roles with a major focus on managing projects.
- Proficient in Microsoft® Office Suite and experienced user of Microsoft® Visual Studio, PeopleSoft® CRM, and Microsoft® Project.

AWARDS

- **Blackboard Inc.**
 - ‘Vice President’s Award’ for providing excellent internal and external customer support - November 2011.
 - Annual bonuses for creating and managing a partner program that consistently exceeded revenue goals by 20% per year - December 2009 and 2010.
 - Annual awards and bonuses for exceptional organization, planning and execution of events - 2003, 2004, 2005 and 2006.
- **AT&T CampusWide**
 - ‘General Manager’s Award’ for process improvements that increased conference effectiveness of the Sales and Marketing teams – December 2000.
- **Claims Administration Corporation**
 - ‘Regional VP Award of Excellence’ for client training at health fairs and recovering \$750K in incorrect provider payments - December 1997.
- **Ohmeda**
 - ‘GM Award’ for successful management of a FDA mandated product recall [completed ahead of schedule and 20% under budget] - 1990.

RELEVANT EXPERIENCE

BLACKBOARD INC. • Washington, DC • Phoenix, AZ

PRODUCT MANAGER, TRANSACT PARTNER PROGRAM 3/2006 – 11/18/2011

- Developed and grew the Blackboard Transact Partner Program (resulted in 58 technology integration partners and \$4.5M in annual revenue).
- Primary responsibilities: determining applicability of third party vendors for integration with Blackboard Transact, Contract negotiation and vendor certifications, communicating with partners, customers, and internal constituents regarding integration and certification status, resolution of issues, and creating marketing promotions, and solicitation of partner sponsorships for participation in the annual Blackboard Transact User’s Conference.
- Consistently exceeded sponsorship budget by 15% each year.
- Led all aspects of product ‘release to sales’ for 2 major resell partnerships, including internal and external training.
- Served as mentor for new hires.
- Relocated to Colorado.

GLOBAL EVENTS MARKETING MANAGER 01/2001 to 3/2006

- Managed 52+ domestic and international conferences and events per year with a budget of \$1.8M.
- Primary responsibilities: budgeting, sponsorship negotiations, exhibit booth design and layout, coordination of marketing materials, exhibit services management, speaker management, staff preparation and scheduling, production of 4 customer loyalty events per year.
- Qualified sales leads consistently exceeded goals.
- Promoted to Product Manager, Partner Program.

AT&T CAMPUSWIDE • Phoenix, AZ (acquired by Blackboard Inc. January 1, 2001)

MARKETING EVENTS SPECIALIST

8/98 to 12/2000

- Primary responsibilities: exhibit management of 60+ conferences/events per year, post-conference analysis, planned and produced client appreciation events for 150 to 400 participants, and determined branding requirements for all events.
- Served as on-site manager for national, regional and company-hosted events.
- Co-managed annual budget of \$2M.
- Company acquired by Blackboard Inc.
- Promoted to Global Events Marketing Manager.

FIRST HEALTH • Scottsdale, AZ

CLINICAL MANAGEMENT SERVICES SUPERVISOR

9/97 to 8/98

- Managed 41 direct reports responsible for medical and prescription drug claim review and resolution, benefit interpretation and enforcement, utilization review, and precertification of in/out-patient services.
- Primary responsibilities: staff scheduling, process development, claim auditing, call monitoring to ensure quality and accuracy of information, issue resolution and benefit training for staff and healthcare providers.
- Accepted better opportunity at AT&T CampusWide.

CLAIMS ADMINISTRATION CORPORATION • Mesa, AZ

CUSTOMER RELATIONS ASSOCIATE – TEAM LEAD

5/95 to 9/97

- Adjudicated foreign claims, resolved enrollee and provider inquiries regarding claims, eligibility, and provider contracts.
- Mentored new hires and assisted with new hire training.
- Coordinated and conducted health fairs and education service visits to western region client sites.
- Wrote procedures for handling foreign enrollees including processing of foreign claims.
- Established standards and templates for client correspondence.
- Processed high dollar claims (individual claims over \$50K)
- Accepted better opportunity at First Health.

MOVED to PHOENIX, AZ from BOULDER, CO

8/93 to 4/95

- Moved to Phoenix to care for terminally ill sister.
- Worked, under temporary contract, at Coca-Cola in Ahwatukee, AZ to determine requirements for and to implement a new online customer service module.
- Accepted full-time permanent position with Claims Administration Corporation.

OHMEDA • Louisville, CO

MANAGEMENT AND SUPERVISION POSITIONS IN HUMAN RESOURCES, ENGINEERING SERVICES AND CUSTOMER SERVICES AND SUPPORT

10/83 to 7/93

- **Supervisor, Customer Support** – supervised 5 employees responsible for domestic and international product services. Wrote training materials and conducted training sessions. Developed a database to track, analyze and report product issues.
- **Manager, Human Resources** - Managed 5 employees responsible for payroll, secretarial and receptionist support and facility maintenance. Primary HR support for the Engineering department.
- **Manager, Engineering Services** – managed a team of 2 documentation specialists, 3 technical writers, and 4 drafters. Served as liaison between engineering and marketing/sales. Wrote document control specifications based on FDA requirements.
- **Manager, Customer Service** – managed team of 6 people responsible for resolving customer issues and sales to existing domestic and international customers. Conducted product training for internal teams and customers. Wrote department procedures.
 - Managed FDA product recall of a Class II medical device. Completed recall three weeks ahead of schedule and \$150K under budget. Success of the recall allowed company to retain a major Japanese distributor.

JEWELRY DESIGNERS • Boulder, CO • Colorado Springs, CO

CO-OWNER/MANAGER

1972 to 1983

- Wholesale and retail custom jewelry designer and manufacturer.
- Primary Responsibilities: sales, production, marketing, and management of 2 contract designers.
- Served as Chairperson for the Old Colorado City Commercial Club for 2 years. Planned and coordinated promotions and advertisements for 24 merchants.
- Relocated back to Boulder, from Colorado Springs.

EDUCATION

- Pikes Peak Community College • Colorado Springs, CO – Marketing and Management
- University of Colorado • Boulder, CO – Sociology
- University of Michigan • Ann Arbor, MI – Social Psychology
- Ann Arbor High School graduate – Ann Arbor, MI
 - Received a 'University of Michigan Regents Award' for academic excellence.

SPECIALIZED EDUCATION

- Supervision I, II, and III
- Management I, II and III
- Situational Leadership
- Management by Objective
- Time Management
- Project Management
- Trade show Marketing and Management