



:: Research : Plan : Do ::

:: Roles ::

Consumer Insights Analyst
Business Analyst
Market Analyst
Database Marketing Manager
Product Manager

:: Industries ::

Retail Electronics and Entertainment
Medical Devices
Software Development
Construction
Manufacturing
Corporate Reward & Recognition
Education
Publishing

:: Applications ::

Visual Sciences/Omniture Discover
Siebel Medical
SQL Server
MySQL
Oracle
Crystal Reports XI
Talend ETL
Visio
Excel
Authorware
Word
Access
Primavera
Confluence
Coppermine
MindMapper
Media Wiki
LogiXML Report Studio

:: Languages ::

SQL
Wiki Markup
HTML
JavaScript
ASP
PHP

:: Companies ::

Best Buy Company
Lawson Software
Boston Scientific
Toshiba Business Solutions
The Toro Company
The Hallmark Company
University of St. Thomas
Cummins Power Generation
Fabcon Precast Companies
Midwest Technical Sales
Environmental Graphics
Garlock Equipment Company
GlobalServe International
SymetriQ

Accomplished, technically sophisticated professional with extensive experience in the oversight, planning, design and delivery of complex solutions. Provides expert advice and develops strong, consultative relationships with customers and vendors. Track record of waste and cost reductions, process improvements and system enhancements from effective use of disciplined research, careful planning and analysis combined with the appropriate technology and careful coordination of cross-functional and multi-disciplinary teams. I incorporate external vendors and the hearts and minds of coworkers to create systems, procedures and management tools to increase sales, improve profits and reduce procedural waste.

:: Expertise ::

:: Sales and Marketing ::

Print Advertising	eCommerce
Database Marketing	Search Engine Marketing
Email Marketing	Public Relations

:: Business Analysis ::

Process and Workflow Development
Report and Query Design
Market Needs Analysis
Survey Design
Competitive Intelligence
Pricing Analysis

:: Strategic Planning ::

Economic Response Planning
Market Expansion Planning
Integrated Marketing Communication
Software Development
Web Application Development
Media Planning

:: Experience ::

Best Buy Company

Consumer Insights Analyst {contract} 2008 to 2009

Consumer behavior analysis for \$40 billion multinational retailer of technology and entertainment products and services. Contract ended unexpectedly due to abrupt changes in the retail economic environment.

Analyze customer transactional data (e.g., sales, units, margin) across multiple dimensions, including customer segments, product categories, and locations
Conduct deep dive behavior profiling on customer segments for specific product groups
Summarize analytical results in a clear and concise fashion, drawing out key learning and making recommendations
Prepare and present results (often via PowerPoint) to appropriate audiences
Partner and collaborate with other members of the CBA team and broader Research & Analytics team
Continually search for ways to improve tools, processes and methodologies
Facilitate knowledge transfer to team members and business partners, including designing and building template tools that enable business partners to self-serve

Lawson Software

Business Analyst {contract} 2008

Technical analysis and detailed design for enterprise wide Java J2EE software development project for international software developer. Lawson Software provides enterprise-level software and service solutions in manufacturing, distribution, maintenance and service sector industries across 40 countries.

Developed business rules for domestic and international pricing
Designed user interface (UI) for price and parameter administration
Developed user acceptance testing (UAT) scripts and plans
Designed Crystal Reports for data integrity, management reporting and sales reporting
Created complex SQL queries and stored procedures



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B2Bxchange
CDXC
Imaging Institute
Bonestroo Rosene & Anderlik
Skyemark
Labor Force of Minnesota
The Sales Board

:: Education ::

Master of Business Administration
(MBA) - University of St. Thomas -
1999

Bachelor of Civil Engineering (BCE)
- University of Minnesota - 1992

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Managed data migration from staging to production
Developed and documented enterprise business process flows
Designed database table structure
Acquired and integrated macroeconomic and cultural data into pricing structure

Boston Scientific – Cardiac Rhythm Management Division

Change Management / Training Team

Business Process Analyst {contract} 2008

Business process analysis and process guide development to support the transition from AS/400 system to Siebel Medical system for this international developer, manufacturer and marketer of medical devices.

Designed application workflow process across nine interdependent business groups
Analyzed business processes to develop best workflow procedures
Created process maps detailing the application workflow
Created Flash workflow navigation interface to provide access to process maps
Wrote work instructions relating to requirements, use case and BLD documentation

Fabcon Precast Companies

Marketing Manager/Market Analyst 2005 to 2008

Strategic planning, workflow and business process development for this prestressed concrete manufacturer. Fabcon, an ISO 9001 certified manufacturer, produces and installs precast concrete wall panels throughout the Midwest and Eastern United States.

Analyzed geographic regions for market expansion using detailed scenarios driven by data obtained from internal sources as well as FW Dodge and Reed.

Analyzed sales cycles to identify trends between internal sales performance and economic conditions.

Analyzed account sales performance to develop detailed customer segmentation model.

Developed pricing model allowing Sales to price projects in alignment with the customer segmentation model.

Report mining, data migration and systems integration for the corporate ERP/CRM
Implemented the CRM module of the corporate ERP system

Designed and developed Web-based project management portal

Developed integrated marketing communication program coordinating print, direct and broadcast

Created business activity monitoring (BAM) dashboard to display key performance indicators (KPI's) using LogiXML

Implemented a customized Web-based media gallery using Coppermine

Performed "magic tricks" to solve the technical issues facing other departments

Smarter Network

Independent Consultant 2002 to 2005

Operations and Management consulting on a contractual basis.

Toshiba Business Solutions – Stringer Business Systems Market development program for business machines distribution division of major electronics manufacturer

Cummins Power Generation Software testing and training program development for electrical generator manufacturer

Garlock Equipment Company Market research and planning for roofing equipment manufacturer

GlobalServe International Database development for B2B supply chain managed service provider.

SymetriQ Strategic planning, copywriting and collateral development for IT managed services provider.

Midwest Technical Sales - Operations Manager Business process and marketing program development for data storage vendor



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B2BXchange - Product Manager Product development for B2B supply chain managed service provider.

The Toro Company – Landscape Contractor Business

Database Marketing Manager 2001 to 2002

Developed multiple direct marketing channel support programs for manufacturing company over a nine-month contract period.

Implemented database marketing initiatives for Toro corporate and 63 independent distributors.

Integrated promotional efforts with divisional CRM system.

Developed processes for effective list management, lead management and owner recognition.

Database mapping and structural integration

Data extraction, transformation and loading (ETL) through SQL scripting

Workflow process development to coordinate program execution in production

Project management coordinating data sources, lead management and buyer identification.

Integrated promotional efforts with Goldmine divisional CRM system

Instituted service level agreement (SLA) monitoring for Web-based service providers

The Hallmark Company – Hallmark Insights

Web Marketing Director 2000 to 2001

Complete online marketing program for corporate reward and recognition unit of the Hallmark Internet Commerce group.

Developed competitive intelligence (CI) process.

Technical liaison between Marketing and IT.

Created online marketing programs included direct email marketing, affiliate channel sales program and search engine visibility.

Developed ROI model.

Established data model for promotion tracking.

Created workflow models for marketing functions.

CDXC Corporation – An Analysts International Venture

Product Manager 1998 to 2000

Software product development for digital asset management (DAM) application service provider (ASP) venture funded by Analysts International.

Developed business use cases to guide development efforts.

Developed marketing materials and campaign schedules.

Coordinated the programming work of application programmers.

Orchestrated migration from SCO Unix to Linux, Oracle to PostgreSQL/MySQL in a mixed Apple/Unix/Windows environment.

Conducted primary and secondary market research

Performed competitive intelligence activities.

Incorporated research findings into development schedule.

Performed product testing and usability analysis.

Developed bug tracking database.

Web Architect

1998

Developed the corporate Web site and the intranet.

Performed search engine optimization and positioning.

University of St. Thomas – Catholic Digest

Database Coordinator

1996 to 1998

Administered the fulfillment operation of 6,000 distribution outlets for this non-profit publisher.



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Created efficient procedures to reduce operating costs. by \$50,000 annually
Created database routines to automate telemarketing campaigns.
Replaced manual and DOS-based systems with an automated GUI environment
Streamlined daily operations to be more flexible, accurate and efficient.
Established report-mining procedures.
Created electronic document routing and retrieval systems.
Administered a Windows network with Exchange server.

Imaging Institute

Support Technician 1994 to 1996

Provided small office technical support for digital imaging and document archival company.

Performed end-user installation, training and troubleshooting
Provided in-house and field operations support.
Developed database tracking programs
Developed inventory management system.

Bonestroo, Rosene and Anderlik

Engineering Quality Assurance Specialist {internship} 1991

Inspected as-built construction against plan specifications on residential road construction project for this civil engineering firm.

:: Education ::

University of St. Thomas

Master of Business Administration 1999

Emphasis: Marketing and Interactive Sales

University of Minnesota

Bachelor of Civil Engineering 1992

Emphasis: Traffic and Logistics