

PROFESSIONAL EXPERIENCE *(continued)*

Director of Marketing *(continued)*

- Achieved 68% growth in bid revenue and a 28% increase in contract revenue in one year through reengineering of corporate-wide pricing analysis system.
- Led product sourcing, vendor negotiation, design, production, and distribution of two 15,000-item catalogs, under budget and over plan.

Marketing Manager (1993-1994)

- Achieved 350% sales growth through new vendor sourcing and line extension for specialty products.
- Increased company's market share by more than five points in a highly competitive industry.

Manager, Systems and Process Development (1992-1993)

- Developed customer relationship management system, with emphasis on sales analysis, customer contact, lead tracking, and mail list management/targeting.
- Instituted organization-wide process design and quality improvement initiative. Achieved several significant improvements, including reducing order entry error rates by 90%.

Manager, Market Research and Customer Information Systems (1990-1992)

- Designed company's first marketing information and customer research database.
- Created and executed comprehensive research study addressing brand awareness, competitive positioning, and customer buying habits.
- Implemented a highly successful revenue and profit-forecasting model that remains in action.

TLC, INC., Evanston, IL

\$1.5 billion multi-site manufacturer and distributor of scientific, industrial, and medical equipment and supplies.

1984-19

Purchasing and Distribution Center Manager (1989-1990)

Product/Marketing Manager (1987-1989)

Product/Marketing Specialist (1986-1987)

Forecasting Supervisor (1985-1986)

Buyer/Inventory Analyst (1984-1985)

EDUCATION

UNIVERSITY OF MICHIGAN, Ann Arbor, MI - MBA
NORTHWESTERN UNIVERSITY, Evanston, IL - BA, Biochemistry

PROFESSIONAL AND COMMUNITY AFFILIATIONS

National Association of Wholesalers
American Marketing Association
Northwestern University, Alumni Club Director
Habitat for Humanity, Board of Advisors
Author of Multiple Articles on Business Management

ADDITIONAL SKILLS AND INFORMATION

Computer Skills: Microsoft Word, Excel, PowerPoint, Access
Foreign Language Skills: Spanish