

CHANGE MANAGEMENT CONSULTANT

Connects with people quickly and understands technology to make large-scale change run smoothly

SUCCESS STRATEGIES FOR CHANGE MANAGEMENT

Resonate with all levels through clear communications: Boosted sales 200% by ensuring staff from C-level to individual contributor understood, approved, and executed recommended changes to new database product.

Develop employees to get results: Increased cost savings equivalent to \$1M+ per year by training sales team on new RFP process to decrease lost opportunities.

Comprehend data to ease technology change: Helped client gain \$4.7M in revenue by guiding implementation of new technology to change from mass marketing programs to customer-centric personalized communications.

Discover an organization's true needs: Synthesized large arrays of data to develop a solid strategy around merger of 4 internal offices with 4 distinct disciplines.

Transform business strategy to growth opportunities: Developed go-to-market strategy for business to break into retail industry, and implemented new sales methodology to move from product-focused to solution-focused company.

CERTIFICATIONS

PROSCI Change Management Methodology (ADKAR) • Palladium Kaplan-Norton Balanced Scorecard • Denison Culture Model

CHANGE MANAGEMENT EXPERIENCE

BUSINESS SOLUTIONS ARCHITECT, RETAIL PRACTICE • MAIL METER, Evanston, IL

2011–2014

Change Management Snapshot

Introduced new sales platform, Salesforce.com, to account team, leading to 20% increase in productivity and 13% higher close rates. Added initial \$250K new revenue stream by re-launching organization into retail vertical with a new go-to-market strategy and rebranding initiative.

Scope: Provided industry analysis, insights, and positioning for product development team and served as thought leader and subject matter expert for retail arm of business.

Selected Achievements

- Gained 65% increase in new sales by implementing Solution Selling methodology and changing account reps' mindset to think about selling multiple products with services instead of only single products.
- Consulted on multimillion-dollar deal with Walmart—largest sale in 2013—to help migrate their e-commerce site to be more real-time, customer-centric, and global.

MARKETING DIRECTOR • LEO BURNETT, Chicago, IL

2008–2011

Change Management Snapshot

Helped Groupon gain \$4.7M in revenue by guiding team through implementing new technology that allowed them to move from mass communications to customer-centric personalized marketing. Spearheaded large-scale merger of 4 internal offices as well as 4 disciplines to create a new loyalty and analytics entity of Leo Burnett network.

Scope: Managed teams up to 10 and directed strategy for new business development, agency positioning and product development for database marketing, analytics, and digital solutions areas of the agency.

Selected Achievements

- Grew Groupon account revenue more than 100% within first 6 months of relationship.
- Increased revenue more than 4% when industry average was down 10%.
- Played key role in landing multiple new business opportunities, including Sprint, Valspar, University of Chicago Hospitals, CVS, and Groupon.

STRATEGIC CONSULTANT • TRANSUNION, Chicago, IL

2006–2008

Change Management Snapshot

Guided major RFP change, moving business from multi-step constrained process to more streamlined process, equating to more than \$1M annual savings in costs and lost opportunities. Conducted needs analysis and design of existing sales process and made improvements for a leaner, measurable enterprise sales process adopted by entire organization.

Scope: Quickly became most requested consultant to accompany account managers on sales calls because of superior ability to listen to clients, interface easily with C-level and IT, diagnose problems that needed to be solved, and present best solution to fit clients' needs.

Selected Achievements

- ▶ Won 8 accounts, including Vera Bradley and Service Master, with total contract value of \$15M+, lifting win percentage 200% over previous year.
- ▶ Gained 200% sales increase for database solutions by recommending changes to data model, features, and reporting capabilities of flagship product.

DIRECTOR, CUSTOMER INTELLIGENCE GROUP • OLGILVY & MATHER, Chicago, IL

2000–2006

Change Management Snapshot

Created business case for organization to change to outsourcing model for database marketing products and led migration, leading to \$500K+ cost savings and higher quality solutions. Managed client migration of complex marketing automation tool on budget and within 3 months, including introducing never before used technology.

Scope: Headed agency's database practice. Directed project teams of 2-4 to design, develop, and implement marketing database and web-based marketing solutions. Selected to serve as member of agency's millennial segment practice.

Selected Achievements

- ▶ Lifted annual revenue \$21M with 3% increase in average check and 7:1 ROI by leading strategy and execution of first-ever kid's club loyalty program for McDonald's.
- ▶ Championed complete CRM overhaul with new segmentation strategy, new metrics, and standardized data strategy and processes for Allegra Pharmaceuticals.

EARLY CAREER

Recognized thought leader and top "up and coming" consultant in database, data warehousing and data quality industry. As third employee of DeCosmo Consulting Group, grew firm 400% in 3 years leading to acquisition by Fair-Isaac.

EDUCATION

HARVARD BUSINESS SCHOOL, Harvard Executive Education—Managing an Interactive Future, Boston, MA

DEPAUL UNIVERSITY, Computer Career Program, Chicago, IL

NORTHERN ILLINOIS UNIVERSITY, Bachelor of Science in Economics, DeKalb, IL

OF NOTE

GUEST LECTURER – Topic: CRM and Database Marketing at Direct Marketing Days, Chicago Association of Direct Marketing, Northern Illinois University, DePaul University, and Loyola University Chicago MBA program.

ADDITIONAL TRAINING – Think, Inc. Strategic Negotiation Training (2008); Holden Sales Method (2012); Make Your Point Communication (2012); Creative Business Idea (2010).

Résumé Strategy

Steve had a long career in database marketing. He had recently earned some certifications in change management and was looking to switch careers to do more of that. Since he had not had an official job in change management we chose to highlight his experience related to change management in the summary, and by creating snapshots to feature his change management accomplishments for each position.

After just a few months of using his new resume, Steve was able to land a position in his new field.

Michelle Robin