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SUMMARY

Objective: seeking a career where my demonstrated success in sales, fundraising, business management, and cultivating a network of constituents will advance an organization's mission.

- **Sales/Marketing:** Consistent success increasing sales and profits annually through a hands-on relationship building approach cultivating strategic business partnerships resulting in exceeding goals by 45%.
- **Fundraising:** secured over \$2.5 million through effective major gift solicitations, creative sponsorship opportunities, and effective donor cultivation events.
- **Communication:** strong organizational, interpersonal, and communication skills as well as the ability to work collegially and effectively with the internal and external constituents of the organization.

PROFESSIONAL EXPERIENCE:

Easterseals

2016 - 2018

VP Community Engagement

- Manages strategies for engagement of people in opportunities to support community goals. Includes designing, implementing and evaluating innovative individual and corporate engagement services and experiences for year-round strategic engagement, including those related to affinity groups, ad hoc corporate engagement projects, and seasonal events and initiatives.
- Developed and implemented corporate sponsorship opportunities resulting in 5 new corporate sponsors.
- Manages annual giving, major gifts, corporate gifts, and planned giving initiatives in conjunction with Easterseals National.
- Raises financial and material resources and recruits/supports volunteers in implementing engagement opportunities.
- Manages community engagement-related technology processes to support organizational customer relationship culture, including customer relationship management (CRM) and technology software.

Midland Plastics, Inc.**2014 - 2016**

Sales Manager

- Obtain profitable results through the sales team by developing the team through motivation, counselling, skills development and product knowledge development.
- Manage the sales administration function, operational performance reporting, streamlining processes and systems wherever possible, and advising senior management on maximizing business relationships and creating an environment where customer service can flourish.
- Responsible for managing the sales team, developing a business plan covering sales, revenue, and expense controls, meeting agreed targets, and promoting the organization's presence throughout the Midwest.
- Assists in the development of the annual marketing plan, specifically advising on: realistic forecasts for each product and territory (based on historical data, market trends, competitive activity, promotional strategy and sales effort), realistic costs of operating the sales force; and sales promotion program plans.
- Responsible for the planning, recruitment, direction, organization and control of sales representatives to accomplish specific objectives.
- Responsible for monitoring the performance of the sales team by establishing a system of reports and communications involving sales reports, cyclical sales meetings, sales newsletters and electronic bulletins.
- Plan and implement a specific appraisal system that describes the responsibilities and performance standards for each member of the sales team, set individual territory sales and commission targets and administer the commission plan.
- Personally observe the performance of medical representatives in the field on a regular basis.
- Demonstrate an unwavering commitment to customer service, adding new customers while maintaining premium service levels with existing accounts.

United Performing Arts Fund, Inc.**2012 – 2013**

Senior Director of Development

- Executed strategic plan reaching the 2013 campaign goal of 11 million dollars; 10% increase over 2012.

- Plan and implement fundraising programs to identify, evaluate, cultivate and solicit gifts focusing on workplace giving individuals, corporate foundations, and organizations for the annual campaign.
- Increased the number of workplace giving campaigns by 36, a 22% increase from 2012
- Developed a strategic plan to implement a Westside initiative enhancing existing relationship and acquiring new individual, corporate, and workplace giving campaigns adding \$38,000 in new dollars and 188 new donors to the 2013 campaign
- Increased dollars raised through workplace giving campaigns over 11%
- Solicit organizations for sponsorship and/or funding for loaned executives for annual campaign
- Recruit, train, and manage a staff of 8, including 1 development coordinator, and 7 loaned executives
- Productively cultivating relationships with campaign Co-chairs, cabinet members, coordinators, volunteers, and external constituents to exceed campaign goals.
- Develop and manage a budget in a fiscally conservative manner
- Lead volunteer recruitment and management for assigned divisions

ASU Foundation

2009 - 2012

Major Gifts Officer – College of Liberal Arts and Sciences

- Managed a portfolio of 150 major gift prospects, independently developing and executing solicitation strategies of 25K+ for each prospect.
- Exceeded 2010/2011 visit goal by 23%.
- Exceeded 2010/2011 gifting goal by 38%.
- Develop high-level proposals for corporate and private foundation funders.
- Established a resource network within the academic community to identify and cultivate donor prospects.
- Work directly with the academic leadership to identify philanthropic opportunities and prepare the deans and others to participate effectively in cultivation and solicitation activities.
- Working with the Institute of Human Origins housed in the College of Liberal Arts and Sciences at ASU and developed sponsorship amounts and solicitation materials for individual and corporate support for their 30th anniversary events beginning May 2011 through April 2012 raising over 750K to date.

- Invited by the Arizona State University Foundation leadership to serve on the foundation's Planning Task Force that will play a key role in developing the strategic plan for the Foundation.
- Successfully navigated through Arizona State University creating meaningful relationships with donors and colleagues moving toward more philanthropic investment for ASU.

Curbell Plastics, Inc.

April-November 2009

Outside Sales Representative

- Interim position due to ASU and the ASU Foundation's induction of a hiring moratorium effective January 1st, 2009.
- Managed a portfolio of customers and prospects based on geographic territory
- Developed a business plan and territory plan based on markets, key accounts and target accounts
- Attained gross profit base to secure commissions
- Work in conjunction with inside sales, administration, operations, and vendors to service, maintain, and grow existing accounts, pursue targeted accounts, and provide product information, pricing, and customer support
- Met and exceeded expectations set forth by management and Curbell's mission

Carroll University

2006–2009

Associate Director of Gift Planning and Stewardship

- Manage and solicit a portfolio of 150 benefactors for annual, major, and planned gifts
- Annual gifting goal of \$150k met and exceeded with final results reaching over \$175k
- First 18 months secured over \$1 million in planned gifts through various planned giving venues; CGA, life insurance policy, bequests, and the naming of Carroll as successor trustee.
- Exceeded 2007/2008 visit/contact goal by 43%
- Coordinated solicitation event raising over \$30k to established endowed scholarship in honor of emeriti art professor
- Established stewardship and special event to raise awareness and funds for Wind Symphony Tour with over \$8k raised
- Organized and managed alumni reception in Washington D.C. collaborating with a highly rated donor who has since been appointed to the board of trustees
- Implemented a CGA focus direct mail initiative reaching over 3,000 constituents
- Hosted, managed, and directed successful public relations breakfast with Governor Doyle involving the Governor's entire cabinet, local business and political leaders, and constituents of the university

- Assisted in the development of the campaign plan and case study for next capital campaign
- Collaborated with staff and faculty within the annual campaign and various Carroll University events and activities

Midland Plastics, Inc.

2003-2006

Key Account Manager

- Initiated, developed, and managed strategic action plans to penetrate new markets and industries
- Analyzed, evaluated, and executed specific programs to maximize profitability from new and existing orders contributing to annual profit margins to increase over 25%
- Secured new account through development of managed inventory partnership with vendor, customer, and Midland resulting in annual sales of over \$400k.
- Exceeded goals and objectives set for prospecting, quoting, and sales and profit dollars generated by 45%
- Maintained personal rapport and win-win relationships with colleagues, vendors, and clients
- Provided technical and application solutions and support
- Christmas event committee member, organized and directed annual employee Christmas event

Cope Plastics, Inc.

1991 - 2003

Sales Representative (1994-2003)

- Generated sales through qualified leads and profile reports consistently exceeding goals
- Serviced accounts through inside and outside sales calls contributing to branch success achieving awards for highest sales and profit dollars generated 2 years running
- Quoted, sourced, and entered orders
- Purchased raw materials and fabrications
- Provided technical and application specific support
- Followed up quotes, orders, and purchase orders

Administrative Secretary (1991-1994)

- Provided backup support for sales staff
- Invoiced all customers orders
- Generated month end and general ledger reports
- Carried out accounts payable and accounts receivable duties
- Carried out collection activities
- Provided all other general office duties as necessary

Education:

- University of Phoenix - Bachelor of Science Degree - Business Management
- Carroll College – general studies
- University Wisconsin – Waukesha – general studies

Professional Development:

- Association of Fundraising Professionals – Southeast Wisconsin Chapter
- Women in Manufacturing – Wisconsin Chapter
- Wisconsin Association of Independent Colleges and Universities – Leadership Development Program
- Waukesha County Business Alliance – Leadership Waukesha graduate
- Planned Giving Council of Eastern Wisconsin – 6 week Planned Giving Workshop
- Beyond Customer Service – Service Plus - Cope Plastics, Inc.
- Effective negotiating – Karrass LLC – Cope Plastics, Inc.

Community Involvement (past and present):

- Waukesha County Business Alliance – Committee member
- City of Waukesha – Sign Review Board member
- Waukesha Civic Theatre – Committee member
- United Performing Arts Fund (UPAF) – Campaign Cabinet member
- The Women's Center – Waukesha – Fund Development Committee member and event chair
- Waukesha County Drug Free Communities – Coalition member
- American Red Cross of Southeastern Wisconsin - Board member
- Waukesha Education Foundation – Board member
- City of Waukesha – Telecommunications Commissioner