

## Skills

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- Strong combination of analytical thinking and creative ability
- Experience with sales, service, marketing, and leadership as well as strategy and process development
- Highly adaptable interpersonal skills with an ability to effectively communicate across all levels of an organization

## Experience

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### Marketecture, Inc.

*April 2011 – Present*

- Responsibility for and oversight of relationships with key partners
- Working directly with C-level executives on partner acquisition and launch management
- Assist with multi-unit process definition and change management

### SirsiDynix

*July – December 2010*

- Served in a competitive intelligence role for a multi-national industry-leading corporation
- Responsible for market research and competitor analysis and aligning product development with research findings
- Analysis of sales trends and overseeing the design and implementation of sales reporting dashboards
- Administration responsibilities for company-wide Salesforce.com platform
- Provided executive level sales ops reporting for quarterly board meetings

### OrangeSoda, Inc.

*June 2008 – December 2009*

- Managed OrangeSoda's largest, most complex strategic partnership
- Regular collaboration with key executives to determine revenue metrics and net growth goals
- Managed executive-level reporting and business analysis for OrangeSoda's strategic partner division
- Coordination with product, creative design, and content teams to fulfill partner marketing needs
- Oversight of goals for new and recurring revenue, partner client churn, and technology improvement needs

### Henry Schein, Inc.

*May 2005 – June 2008*

- Traveled frequently to large dental trade shows with corporate marketing and executive staff
- Managed the training and certification of a team of over 300 independent dental software trainers nationwide
- Created training content for trainer certification programs including 150-page manual and class curriculum

## Education

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### Utah Valley University

- **Major:** Bachelor of Science in Integrated Studies – *Emphases in Psychology and Deaf Studies*

## Achievements

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- Member of OrangeSoda's Corporate Culture Development Team *March 2009 – December 2009*
- Member of Henry Schein Practice Solutions Corporate Travel Team *September 2006 – June 2008*
- Salesforce.com Administrator Certification Course *September 2010*

## References

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|---------------------|--------------|--------------------------------------|------------------|
| • Glen Mella        | 801.867.4536 | President, Chief Operating Officer   | Control4, Inc.   |
| • Kimberly Przybyla | 801.949.7621 | VP Strategic Partners, Legal Counsel | OrangeSoda, Inc. |
| • Michael Wilkinson | 801.735.1436 | Director of Project Management       | SirsiDynix       |