

**Marketing, training and development executive with 15+ years of multinational experience in online digital products. Training, sales, and fundraising. Marketing efforts I directed have generated upwards of \$500M in revenue for companies I have impacted worldwide.**

**Key Strengths**

Business startup and growth  
Global marketing and sales  
Staffing and team building.  
Training and development.

Product development  
Creative team direction  
Multi-unit management  
Process improvement

Public motivational speaking  
Brand/reputation management  
Multinational event planning  
Webinars and live broadcasts

**QUIARI – Brandon, FL (World HQ)**  
**Vice President of Marketing**

**Mar 2019 – Jul 2022**

- **Co-created company from concept to establishment of marketing networks in 190+ countries:** Collaborated with CEO in structuring, developing, positioning, and expanding a relationship marketing company that promotes and sells health and wellness products.
- **Drove development and managed branding of new products from concept through design and implementation:** Hired and managed the Marketing Department, which included creative writers, graphic designers and social media coordinators. Served as liaison between IT developers and creative teams. Sourced and hired a translation company to translate all promotional materials and videos into 8 languages.
- **Created a comprehensive product training and promotional program for Promoters and Customers:** Managed the development of online, print and video promotions. Established and trained a Promoter and Customer Support team to provide motivational support and increased sales.
- **Planned, developed and launched an international marketing program:** Managed the creation of company website and digital marketing campaigns to include a custom free tour marketing system to help generate cold market leads, social media and e-blast promotions.
- **Organized and spoke on promotional LIVE ZOOM events for 100-1,000 attendees weekly in major cities worldwide:** Provided in-country market leaders with detailed plans for hosting successful in country and online events. Arranged for event translators.
- **Market Research:** Closely monitored competitors' trends, successes and failures and learned from them. Implemented new strategies based on findings.
- **International Expansion:** Worked with Market leaders to open multiple office locations worldwide. Coordinated branding, shipping product locally and organized opportunity presentations hosted by top leaders weekly. Trained in-country market managers and teams all across Africa, India, Philippines and Mexico.

**BRANDYWINE VALLEY SPCA (BVSPCA) – West Chester, PA**  
**Chief Development Officer**

**Nov 2017 – Mar 2019**

**Strategic Planning:**

Helped to create, execute, implement and manage the development/communication programs designed to meet the goals and objectives of the organizations newly re-designed Strategic Plan.

**Fundraising & Communication:**

- Worked with the CEO, board of directors and volunteer committees to plan, execute and facilitate fundraising and communications strategies.
- Served as the primary staff liaison with the board committees and volunteer fundraising committees and as a resource to the board of directors on all matters related to fundraising and communications.
- Partnered with CEO, board members and volunteers to identify, cultivate and solicit potential significant donors to help meet funding goals.
- Established and implemented an annual calendar of fundraising and communication activities.
- Directed the writing of funding proposals, video scripts, direct mail letters, special event materials and other fundraising support.
- Oversaw the stewardship, gift accounting and reporting functions, ensuring that all donors receive personal and timely acknowledgment of their gifts. Oversaw the management of donor database.
- Oversaw the incorporation of policies and procedures, mission and vision in all development/communications plans.

### **Donor Relations:**

- Developed annual revenue goals and plans to diversify and increase organizational budget through a comprehensive development strategy to include foundation and individual donors (major donor, smaller-level donors, online, etc.), as well as other appropriate sources.
- Lead and engaged senior management team, including communications, in developing effective messages for new and broader donor audiences.
- Prepared development reports including plans, accomplishments and challenges for Executive Management and Board meetings.
- Supported CEO, Board, Management, and staff in their development efforts.
- Initiated/Developed Capital Campaigns resulting in funds exceeding 7 million in less than 8 months contributing to the massive ongoing recognition and growth of the organization.

### **TALK FUSION – Brandon, FL (World HQ)**

**Jul 2007 – Jul 2017**

#### ***Vice President of Training and Development***

- **Co-created company from concept to establishment of marketing networks in 140+ countries:** Collaborated with CEO in structuring, developing, positioning and expanding a relationship marketing company that promotes and sells a suite of customizable, online video communication products and services.
- **Drove development and managed branding of new products from concept through design, implementation and 30-day-free-trial rollout:** Hired and managed the Marketing Department, which includes creative writers, graphic designers, video editors and 3-D animators. Served as liaison between IT developers and creative teams. Sourced and hired a translation company to translate all promotional materials and video products into 11 languages.
- **Created a comprehensive product training program for associates and customers:** Managed the development of online, print and video tutorials. Established and trained an Associate and Customer Support team to provide remote, one-on-one product training.
- **Planned, developed and launched an international marketing program:** Managed the creation of company website and digital marketing campaigns, including social media and e-blast promotions.
- **Organized and spoke at promotional events for 100-10,000 attendees in major cities worldwide:** Provided in-country market leaders with detailed plans for a successful event; Arranged for translators.
- **Developed and implemented Associate incentive programs:** Planned, budgeted, promoted and coordinated "Dream Getaway" incentive trips to Maui, Dubai and Milan.
- **Implemented corporate philanthropy programs:** Participated in selection of donation recipients. Established a program that encourages Associates to donate Talk Fusion products to reputable charities worldwide.

### **HEARTLAND DENTAL CARE – Effingham, IL (Corporate HQ)**

**Aug 2005 – May 2007**

#### ***Clinical Coach – Florida Territory – Based in Tampa, FL (2006-2007)***

- **Implemented Heartland's clinical delivery system in 28 offices throughout Florida:** Trained and coached dentists, hygienists and chairside assistants in best clinical practices, lifetime care philosophy and selling full-mouth reconstruction dentistry. In collaboration with Innova-Corp, trained dentists and staff on implant prosthetics.
- **Instructed clinical staff at accredited continuing education seminars in Florida and at national training events.**

#### ***Multi-Practice Administrator – Florida West Coast – Based in Tampa, FL (2004-2006)***

- **Managed five dental offices, which collectively generated \$5+ million annually:** Developed and controlled office budgets and sales targets. Prepared monthly P&L statements for each office. Hired, trained and evaluated staff. Managed customer relations and marketing.

### **Education**

**Expanded Duties Dental Assistant Certificate, Radiology Certification** - University of Florida, Gainesville, FL  
**A.S., Focus in Math and Science** – Adirondack Community College, Glens Falls, NY

### **Achievements**

Outreach Clinic Marketing Event Volunteer  
Humane Society of Tampa Bay (HSTB) Board of Directors  
Tuxes & Tails (HSTB) Event Committee raised over \$1 million  
Putting on the Ritz (SPCA of Lakeland) Event Committee raised over \$400k  
Cirque Dreams (BVSPCA) Event Leader raised over \$400k  
Animal Rescue Center Capital Campaign (BVSPCA) raised over \$7 million in 8 months  
[Direct Selling News \(QuiAri\)](#) featured 5 times in less than a year