
Overview

Strategic Leader for Intelligent Enterprise

Cross-disciplinary leader and three-time business owner certified in Digital Transformation, specializing in the strategy and operations of growing, scaling, diversifying and sustaining organizations. As a c-suite executive, strategic advisor and board member with a proven track record in highly technical environments, committed to applying advanced acumen, technology solutions, design thinking and digital transformation to help businesses become smarter, holistic and agile enterprises. Approach to complex problems and innovative solutions consistently prioritizes:

- *Growing deliberately*
- *Scaling efficiently*
- *Differentiating continuously*
- *Disrupting proactively*
- *Increasing profitability*
- *Evolving value proposition*
- *Achieving long-term viability*
- *Operating intelligently*

Differentiating Qualifications

- **Digital Transformation Concentration:** Executive Certificates from the **Cornell University SC Johnson Graduate School of Management** in **Data Analytics, Measuring & Improving Business Performance & Strategy, and Financial Management**. Certifications from **IBM** in **Applying Design Thinking to Artificial Intelligence** and as an **Enterprise Design Thinking Practitioner**. Certification from the **University of Virginia Darden School of Business** in **Design Thinking**. Certifications from **SAP** in **Digital Transformation, Leadership in Digital Transformation, Information Security Management, Enterprise Machine Learning, SAP Leonardo - IoT for the Intelligent Enterprise, SAP Leonardo – Introduction to Blockchain, and SAP Leonardo – Enabling the Intelligent Enterprise**. Certification from the **University of Colorado** in **Cybersecurity for Business**. Certification from **MIT** in **Digital Transformation**.
- **Executive-Level Experience:** Roles across multiple industries including Partner/Owner, Chief Executive Officer, Chief Strategy Officer, Chief Operating Officer, VP of Operations, VP of Marketing & Client Relations, Project Manager, Chairman of the Board and other Board of Director positions.
- **Business-Owner Advantage:** Three-time owner and entrepreneur with empathy for client perspective. Outcomes-based leader and data-driven decision maker with established networks in professional, community, philanthropic and political circles. Diverse skill set and adaptable competencies for growth, strategy, alignment and implementation across multi-functional areas that have proven successful for highly technical organizations, non-profits and other environments.
- **People-Centric Leadership:** Organizational management approach that effectively prioritizes the alignment of all stakeholders through messaging around shared mission, vision and culture. Develops, enhances and implements policies, procedures and best practices to improve business efficiency while creating continuous value for clients. People-centric leadership style and innovative mentorship programs to improve individual and team productivity, diversity, compromise and interdepartmental efficiencies. Growth, process improvement and transition experience.
- **Sought-After Marketing & Business Development Specialist:** Track record growing / diversifying revenue streams and delivery channels of multi-faceted organizations, including direct responsibility for ranking among *Inc. 500 Fastest Growing Small Businesses in the U.S.* Leadership of internal and external visibility for marketing, community affairs, communications, and client/industry relationships.
- **Community Leader & Volunteer with an Orientation to Action:** Leadership, mentoring and volunteerism with various boards and non-profit organizations including independent director positions with **WORTHGROUP Architects & Designers** (compensated), the **Colorado Women's Chamber of Commerce** and the **Colorado Sports Hall of Fame**. Recently appointed to the **Metropolitan State University College of Business Center for Entrepreneurship Advisory Board**. Formal mentor for national organizations including **BizWomen**.

Professional Experience

ESCALATE SOLUTIONS Highlands Ranch, CO (2014 - Present)

Founder | Chief Executive Officer | Chief Strategy Officer | www.escalatesolutions.com

- **Strategic Advisor:** Cross-disciplinary leader and three-time business owner specializing in the strategy and operations of growing, scaling, diversifying and sustaining organizations. As a c-suite executive, strategic advisor and board member in highly technical environments (including an *Inc. 500 Fastest Growing Small Business*), committed to applying business acumen, technology solutions, design thinking and digital transformation (Artificial Intelligence/AI, Machine Learning/ML, Blockchain, Cybersecurity, Internet of Things/IoT, Cloud), to help organizations become more holistic, agile enterprises. Clients have ranged from international architectural firms prioritizing industry diversification to a blockchain-based ticketing platform with a social capitalism business model. Repeat client rate 90%+.
 - * **During recent Interim COO engagement, increased revenues by 15% in targeted industry segments while reducing expenses by 8%. Also successfully compiled an advisory board and led partner restructuring effort.**
 - * **Multi-year strategic advisory assignment resulted in 20% increase in profitability and the successful completion of a \$200 million CapEx development. Process framework for additional geographic expansion also completed that included extensive market research, forecasting, regulatory review and risk management analysis.**
- **Specific Skills & Capabilities:** Value proposition stems from ability to assist organizations of nearly any industry, size, scale, scope or function and to provide guidance on a full range of functions. Exposure, experience and expertise across all aspects of business operations, rivaling the combined resources of larger global advisory practices:

Digital Transformation | Business Transformation | Best Practices >> Next Practices | Proactive Disruption | Value Creation
Strategic Planning | Stakeholder Alignment | Execution & Implementation | Refinement & Optimization
Interim C-Suite Assignments | C-Suite Integration & Oversight | Board Compilation | Facilitation
Problem Solving | Change Management | Operation Improvements | Project & Program Management
Human Resources | Recruiting & Training | Retention
Financial Oversight | Information System Integration
Data Based Decision Making | Analytics | Due Diligence
Market Research & Feasibility | Product Conceptualization & Launch
Market Identification >> Penetration >> Development >> Diversification >> Stabilization
Marketing | Business Development | Sales | Client Acquisition | CRM | CX | Public Relations | Media & Communications
Budgeting | Forecasting | Cash Flow | P&L | Reporting
Contracts & Legal Negotiations | Compliance | Finance | Risk Management | Policies, Processes & Procedures
Public Policy | Community Presence & Responsibility | Philanthropic Initiatives | Public Speaking

THE INNOVATION GROUP Littleton, CO (2008 - 2014)

Chief Operating Officer | Partner

- **Global Experience:** Partner and senior manager of international advisory firm that provided strategic economic, financial, development, marketing and operational advisory services to the tourism, entertainment, hospitality, and leisure industries. The Innovation Group's recommendations resulted in more than \$75 billion in investment decisions across 6 continents and 80 countries. The consulting division was one of 8 affiliates providing turn-key strategic services.
- **C-Level Leadership with Direct Reporting to CEO, President:** Primary oversight of the administration of several vertical specialty practices and overall operations including strategic planning, human resources, marketing, business development and public relations functions. Lead coordination with external legal and financial experts. Applied P&L and budgetary acumen to influence strategic growth decisions. Served as lead partner for Denver operations, requiring high-level client interaction, contracting, scheduling, AR/AP, hiring, training, optimization of resources, and staff / project oversight. Integral to planned management transition, and the development and implementation of effective policies and procedures.
 - * **Grew organization from three divisions to eight in just three years, increasing revenues from \$5 million to \$50 million.**

Professional Experience, Continued

- **Co-Founder | Co-Manager, Innovation Interactive:** Visionary that strategized and launched new specialty practice to take advantage of emerging digital industry segment specific to online advisory. Primary responsibility for client relations, global customer acquisition, marketing/business development, division management and development of roadmaps and corresponding benchmark criteria to measure effectiveness of strategy and implementation tactics.
 - * *During FY01 of affiliate launch, attracted critical market mass, expanding overall firm revenues by 10% through previously untapped services specific to social and online offerings.*
 - * *To support the initiative, co-hosted and produced internationally-acclaimed annual conference that achieved 300% increase in revenue and attendance since 2008.*
- **Public Presence, Industry Recognition & Rapid Path to Promotion:** Repeat client relationships, leader of prestigious events that reinforce corporate identity, author/co-author of multiple industry publications, representative to third party marketing organizations and media contacts, sought-after author and conference speaker, and representative for numerous chambers, committees and charitable boards. Hired as VP of Operations and Administration in 2007; promoted to Partner (first female managing partner) and Chief Operating Officer in 2012.
 - * *Recognized by leading industry publications among the "Great Women of Gaming" in 2012 and "Gaming's Most Fascinating People: The Top 25 People to Watch" in 2013.*

WORTHGROUP MASTERBUILDERS ARCHITECTS INTERIORS DEVELOPERS Englewood, CO (1997 – 2007)

VP of Marketing, Business Development & Client Relations | Partner | Board of Directors

- **Supported Team of 30+ Across Three National Offices:** Primary responsibility for Marketing, Business Development and Client Acquisition for a turn-key design/build firm specializing in public works, university, tourism, leisure and hospitality developments. Developed strategic plan and marketing budget, monitored financials and industry trends, and led all public relations, media, conference and business development activities, coordinating both internal and external resources.
- **Impact in Highly Technical Environments:** Despite having no dedicated training in architecture or construction, leveraged management skill set and ability to balance complex tasks to earn numerous promotions throughout 15-year career. Achieved Ownership and Vice President roles for a high-profile, award-winning firm with three national offices.
 - * *Managed the firm's Denver operations, which entailed contributions to project management of complex, multi-million dollar assignments.*
 - * *Instigated, channeled and oversaw the firm's largest-ever design commission.*
 - * *First managing female partner in the organization's history.*
- **Corporate Vision & Strategic Planning:** Helped develop, execute and direct the company's mission to evolve from a design-only entity to a multi-faceted practice. Optimized company resources and implemented strategic initiatives to grow the client base and revenues of all divisions on a regional and national level. Developed ROI metrics and benchmarks of success, analyzing results and adjusting approach as needed to achieve revenue targets. Conceptualized, designed and implemented related policies and procedures, included critical internal training and review programs to ensure staff and other key stakeholders were engaged in the vision and understood related performance expectations.
 - * *Successfully diversified into multiple divisions, achieving overall revenue growth from an impressive \$4 million to \$43 million within the span of only a few years.*
 - * *Increased the core design division's revenues by more than 300% within the same timeframe.*
 - * *While responsible for the firm's marketing and business development functions, WorthGroup achieved a prestigious ranking among the Inc. 500 Fastest Growing Small Private Companies in the US (2004).*
- **Continued Track Record of Rapid Promotion:** Promoted internally from initial position as Manager of Business Development to subsequent Director, Vice President, Owner and Board of Director roles.
- **Re-Engagement:** My current firm, Escalate Solutions, was re-engaged by Worth Group as a strategic advisor, including an interim c-suite appointment and compensated Board of Director position.

Leadership, Boards, Memberships, Mentoring & Awards

- **Denver Business Journal** – Outstanding Women in Business Winner, 2014; Outstanding Women in Business Finalist, 2013; Corporate Citizen of the Year Nominee (Annual Partners in Philanthropy Awards), 2015
- **Metropolitan State University | College of Business | Center for Entrepreneurship** – Advisory Board Member, Guest Lecturer (2018 – present)
- **Colorado Sports Hall of Fame** - Member, Board of Directors (2014 - present) | Member, Strategic Advisory Committee (2018 – present)
- **Colorado Women’s Chamber of Commerce** – Member, Board of Directors (2012 – 2016) | Chair, Public Affairs Committee (2013 – 2016) | Board Treasurer (2015-2016) | Lifetime Charter Member, CWCC Women’s Leadership Foundation | Chamber Ambassador of the Year Award (2015)
- **Worth Group Architects, P.C.** – Independent Director/Member, Board of Directors (2015 - 2017)
- **The Rise School of Denver** – Board of Directors (2011 – 2014) | Chair of the Board (2012 – 2014)
- **UPS / Dallas Cowboys Xport Awards** – Honorary Judge (2016)
- **Denver Millennial Awards** – Honorary Judge (2016)
- **Denver StartUp Week** – Speaker (2015, 2016)
- **Colorado Technology Association** - Member (2019 - Present)
- **BizWomen Denver** – Member | Mentor, National Mentoring Day (2014, 2015)
- **Denver Metro Chamber of Commerce** – Public Policy Committee (2012)
- **Global Gaming Women** – Member | Mentor | Host of Multiple National and Regional Events (2012 – present)
- **Emerging Leaders of Gaming** – Co-Founder
- **American Heart Association | American Stroke Association** – Chair, Circle of Red Society (2014, 2015) | Member, Executive Leadership Committee, Go Red for Women Campaign (2014, 2015) | Go Red for Women Impact of the Year Winner (Volunteer of the Year) (2015)
- **Leukemia & Lymphoma Society** – Man and Woman of the Year Campaign Winner, Rocky Mountain Region (2016)
- **Additional Volunteering and Fundraising Support, Various** – Rocky Mountain Down Syndrome Association, Children’s Hospital of Colorado, Make-A-Wish America, Special Olympics, St. Jude’s Children’s Research Hospital, Boston Children’s Hospital, Global Down Syndrome Foundation, ACE Scholarships, Global Gaming Women, Tour de Cure for Diabetes, Women’s Leadership Foundation, Alzheimer’s Association, St. Baldrick’s Foundation, The Morgan Adams Foundation, Wounded Warrior Project, Colorado State University, Tunnel 2 Towers, Bunker Labs

Early Career Experience

Internship, Speaker of the House, Colorado State Legislature (Denver, CO)
Marketing, Anheuser Busch, Inc. (Fort Collins, CO)

Higher Education

Bachelor of Arts, (Political Science, International Relations), Summa Cum Laude, Colorado State University
Arabic Language, The University of Virginia
Executive Certificates (Data Analytics, Strategy/Measuring & Improving Operations, Finance), Cornell University SC Johnson Graduate School of Management