

STRATEGIC LEADER FOCUSED ON OPERATIONAL EXCELLENCE

Accomplished Digital Transformation Executive passionate about sparking change and growth throughout organizations. Four-time business owner and experienced project manager skilled at integrating strategy, operations and technology to improve clients' revenue generation, agility, scale, speed, scope, reach, resiliency and continuity. Trusted futurist advisor for purpose-led, collaborative initiatives regarding the design/development/launch of go-to-market innovations, products and services.

Award-Winning Strategic Advisor Sought After for:

- Collaborative, customer-first approach
- Growth, scaling and differentiation guidance
- Cross-functional systems thinking and operations expertise leveraging a holistic, multi-dimensional approach
- Decades of experience in fast-paced, rapidly diversifying tourism/hospitality/entertainment/retail/leisure sectors
- Revenue and profitability improvement
- Process improvement achievements across multiple platforms/industries
- Individual investment in continuous learning; empowering future leaders through formal mentoring engagements

PROFESSIONAL EXPERIENCE

ESCALATE SOLUTIONS Highlands Ranch, CO (2014 - Present)

Founder | Chief Executive Officer

Leading-edge consultancy focused on improving organizations at the intersection of strategy, operations and technology.

- Lead initiatives to analyze/ideate business models and recommend cloud-based digital transformation tools that can improve organizational structures and offerings.
- Leverage process improvement and iterative methodologies such as systems thinking, design thinking and agile to better understand, enhance and orchestrate the customer journey.
- Create value for Fortune 500s and SMBs by distinguishing value propositions, reducing frictions/pain points, exploring organic, horizontal, and vertical growth opportunities, and reimagining how the business can continuously create value.
- Direct cross-functional teams regarding end-to-end responsibilities, develop actionable solutions for complex business/talent challenges, and encourage more intelligent, efficient operations via a forward-thinking digital mindset.
- Exceptional record of repeat clients (90%), ranging from solopreneurs to entities with a \$6B+ valuation.
- Serve as interim c-suite executive, strategic advisor and board member to spark growth and change throughout all levels of organizations. Facilitate meetings for c-suites, boards, associations and teams, ranging from "all-hands" to highly specialized project initiatives. Work directly with senior executives at the highest levels.
- Maintain various WOSB and WBE certifications with entities such as SBA, WBENC and City & County of Denver.

Representative engagements and achievements include:

- Strategic planning exercise for the Western Division of a major US bank. Provided data insights specific to its small/rural markets, made recommendations regarding leadership structure, and outlined growth at scale opportunities in the more populated metro markets. Discussed solutions for monetizing unstructured data, positioning the bank as one of the region's most digitally-forward lending partners, and facilitating customer journeys by assuming a collaborative, educational role with respect to digital transformation and sustainable energy utilizations specific to their agriculture ecosystem.
- Strategic advisory role for a gaming/hotel operator that resulted in 20% increase in profitability and completion of a Phase I \$200M capex investment. Ideated and implemented process framework for a Phase II geographic expansion initiative including research regarding competitive landscape, forecasting, regulatory review and risk management analysis. Due diligence review of existing operations convinced equity stakeholders to take on debt to finance future growth. Escalate Solutions has been engaged for 12 strategic advisory assignments for this client since 2014; multiple assignments were also completed for the client while a partner at The Innovation Group.
- Economic diversification strategy for an existing enterprise seeking guidance about future investments, steps to avoid supply chain disruptions in their consumer goods industry, opportunities for expansion in various disciplines, and clarification among existing stakeholders regarding prioritizations, ROI and unexplored government-based opportunities.
- Strategic planning assignment beginning in 2014 for former partners at Worth Group Architects that evolved into a multi-year interim c-suite appointment. Increased revenues by 15% in targeted industry segments while reducing expenses by 8%. Led partner restructuring effort; compiled and asked to serve on a compensated advisory board.

THE INNOVATION GROUP OF COMPANIES Littleton, CO (2008 - 2014)

The group of companies ultimately consisted of eight (8) subsidiaries specializing in the tourism, entertainment, hospitality, retail and leisure industries. The various entities offered global market research, investment banking, construction project management, operations management, marketing advisory services, sports and entertainment industry consulting, food and beverage industry consulting, and an interactive advisory arm focused on online and social gaming. Five (5) were launched during this timeframe.

Chief Operating Officer | Partner (2012 – 2014)

- Reported to CEO and President. Led administration, operations, marketing, business development, human resources, public relations and AR activities for 6 of the 8 business units. Supported marketing efforts for all subsidiaries yielding more than 350 contracts annually. Primary liaison for finance and legal advisors. Served as Principal-in-Charge for dozens of projects averaging 3-4 months each.
- Established key metrics, performance measures and monitoring analytics. Collaborated with senior managers and internal/external stakeholders. Influenced strategic growth decisions and alignment with key objectives.
- Promoted to senior partner for Denver operations in 2012; integral to planned management transition and to policy and procedure development and implementation. Throughout tenure, total revenues across various new entities increased from \$5M to \$50M.
- Recognized by Casino Journal Magazine / American Gaming Equipment Manufacturers (WGEM) as a “Great Women of Gaming” in 2012, and by Global Gaming Business Magazine’s “Gaming’s Most Fascinating People: The Top 25 People to Watch” in 2013.

Principal-in-Charge, Innovation Interactive (2010 – 2014)

- Strategized and launched new specialty practice to take advantage of emerging digital industry segment. Corporate lead for client relations, global customer acquisition, vendor relationships, marketing/business development, pricing strategy, market analysis, division management, roadmap development, and criteria to measure strategy and implementation effectiveness. Testified to state legislators from 20+ states to help enact policy/regulatory changes.
- Served as primary B2B and B2C contact to Fortune 500 gaming and hospitality executives, government entities, SMBs, manufacturers, financial institutions and vendors worldwide. Generated critical market mass by securing strategic partnerships with vetted international vendors/providers. First year operations exceeded forecasts 10%+.
- Created, co-hosted and produced internationally-acclaimed annual conference in support of the initiative, achieving an average 300% increase in both revenue and attendance year over year.

VP of Operations (2008 – 2012)

- Managed and streamlined processes for administration, operations, sales, marketing, business development, human resources, public relations and AR activities for The Innovation Group and new subsidiaries as they came on-line.
- Coordinated daily with market research and analytics teams across all 8 subsidiaries in 15 national locations.
- Supported more than 350 annual project deliverables in the primary consulting group alone, providing recommendations that yielded more than \$76B in investments decisions throughout 80 countries around the globe by 2014. Meanwhile, as benchmarks, the investment banking arm funded projects as large as \$500M and the project management entity oversaw the construction of projects as large as \$800M. Supporting complex engagements was a daily expectation.
- Conceptualized, designed and implemented repeatable management processes and policies/procedures, including internal training and review programs to ensure staff and key stakeholder engagement on vision and performance expectations. Improved business efficiency while creating continuous value for clients. Staff increased from 21 to more than 50 throughout tenure. Presented outcomes to ownership on a quarterly basis.

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

Turn-key design/build firm specializing in public works, university, tourism, leisure, retail and hospitality developments.

VP, Marketing, Business Development & Client Relations (1999 – 2007); Partner, Board Member (2006 – 2007)

- Managed firm’s Denver operations, contributing to project management of multi-million dollar assignments including instigation and management of firm’s largest-to-date design commission of \$150M.
- Optimized company resources and implemented strategic initiatives to develop, execute and direct company’s evolution from a design-only entity to a multi-faceted practice. Metrics of success included firm expansion to 4 divisions; revenue growth of the core design entity by 300%; overall annual revenue growth of \$4M to \$43M, and expansion of a third national office in Las Vegas.
- Enhanced customer confidence and industry reputation by conveying brand vision and achievements on a multi-channel basis. Integral in helping firm achieve ranking in **Inc. 500’s “Fastest Growing Small Private Companies in the US”**, 2004.

Director of Business Development (1998-1999)

- Generated new revenue opportunities through direct outreach and strategic partnerships.
- Managed development and outcomes of annual strategic plans, verticals prioritization, market segmentation, entry strategy, forecasting, and budget creation/ownership. Exceeded growth forecasts by at least 10% every year.
- Monitored industry trends, ideated communications strategy, planned/organized conferences and business development activities, and served as primary client-facing liaison.
- Coordinated across divisions and functional disciplines regarding sales, finance, human resources and executive project management to coordinate strategic planning activities.

Manager of Business Development (1997 – 1998)

- Supported team of 20+ specific to marketing, business development, partner identification and client acquisition.
- Oversaw marketing collateral/corporate website; proposed solutions to capture unrealized market revenue in core verticals.
- Expanded industry awareness by planning for and attending 10+ conferences/trade shows and other events each year that supported the strategic mission.

===== EARLY CAREER POSITIONS =====

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

===== EDUCATION =====

- **Bachelor of Arts in Political Science / International Relations** (1994)
Summa Cum Laude, Phi Kappa Phi, Golden Key, College of Liberal Arts Commencement Speaker
Colorado State University (Fort Collins, CO)
- **Arabic Language Program** (transfer year, 1993-1994)
The University of Virginia (Charlottesville, VA)

===== EXECUTIVE CERTIFICATIONS (LAST 5 YEARS) =====

- **Executive Certificate, Data Analytics** (2017); **Executive Certificate, Measuring & Improving Business Performance** (2018); **Executive Certificate, Financial Management** (2018)
Cornell University (eCornell), SC Johnson Graduate School of Management
- **Executive Certificate, Digital Transformation** (2019)
Massachusetts Institute of Technology (MIT Online), Geospatial Data Center
- **Multiple certifications in Design Thinking, Cybersecurity for Business and other related content** (2017, 2018, 2019, 2020)

===== LEADERSHIP & ENGAGEMENT =====

- **Denver Business Journal** – Outstanding Women in Business Winner (2014) | Outstanding Women in Business Finalist (2013) | Corporate Citizen of the Year Nominee (2015)
- **Metropolitan State University | College of Business | Center for Entrepreneurship** – Advisory Board Member (2018 – present) | Guest Lecturer (2018 – present) | Featured Business Leader, Female Entrepreneur Week (2021)
- **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)
- **Denver Start-Up Week** – Featured Lecturer/Speaker (2015, 2016)
- **Various Formal Mentoring Engagements** - BizWomen Denver, National Mentoring Day (2014 - 2015) | Global Gaming Women – member, mentor and host of multiple national and regional events (2012 – 2014) | Emerging Leaders of Gaming Co-Founder | Energize Colorado Mentoring Program (2020 – present) | Numerous individual mentorships specific to D&I

===== GOVERNMENT & RELATED CERTIFICATIONS =====

- **Certified Woman-Owned Small Business (WOSB), Economically Disadvantaged Woman-Owned Small Business**
Small Business Administration (SBA); DUNS 025350110; CAGE 84GH9
 - NAICS codes:
 - ◇ 541611 – Administrative Management and General Management Consulting
 - ◇ 541612 – Human Resources Consulting Services
 - ◇ 541613 – Marketing Consulting Services
 - ◇ 541618 – Other Management Consulting Services
 - ◇ 541690 – Other Scientific and Technical Consulting Services, Economic Consulting Services
 - ◇ 541720 – Research and Development in the Social Sciences and Humanities
 - ◇ 541820 – Public Relations Agencies
 - ◇ 541990 – All Other Professional, Scientific and Technical Services
 - ◇ 611430 – Professional and Management Development Training

- **Certified Woman Business Enterprise (WBE); Certified Woman-Owned Small Business (WOSB)**
Women’s Business Enterprise National Council (WBENC), an authorized Small Business Administration Third-Party Certifier; WBE2002597; WOSB201897
 - NAICS codes:
 - ◇ 541611 – Administrative Management and General Management Consulting
 - ◇ 541612 – Human Resources Consulting Services
 - ◇ 541613 – Marketing Consulting Services
 - ◇ 541614 – Operations Research Consulting Services
 - ◇ 541690 – Other Scientific and Technical Consulting Services, Economic Consulting Services
 - ◇ 541820 – Public Relations Agencies
 - ◇ 611430 – Management Development Training
 - UNSPSC code:
 - ◇ 80101508 – Business Intelligence Consulting Services

- **Certified Woman Business Enterprise (WBE), Small Business Enterprise (SBE), Disadvantaged Business Enterprise (DBE), Emerging Business Enterprise (EBE), Airport Concessionaire Disadvantaged Business Enterprise (ACDBE)**
City & County of Denver (Denver, CO)
 - CO UCP / NAICS codes:
 - ◇ 541199 – Notary Public Services
 - ◇ 541611 – Administrative Management and General Management Consulting
 - ◇ 541611 – Business Start-up Consulting Services
 - ◇ 541611 – Strategic Planning Consulting Services
 - ◇ 541612 – Human Resources Consulting Services
 - ◇ 541613 – Marketing Consulting Services
 - ◇ 541614 – Operations Research Consulting Services
 - ◇ 541690 – Other Scientific and Technical Consulting Services, Economic Consulting Services
 - ◇ 541820 – Public Relations Agencies
 - ◇ 611430 – Professional and Management Development Training
 - ◇ 611430 – Management Development Training