

# MARY BUZZARD

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## SENIOR LEADER - FINANCIAL AND SYSTEMS MANAGEMENT

ANALYTICAL PROBLEM SOLVER WITH DEMONSTRABLE EXPERTISE IN STRUCTURED BUSINESS GROWTH

**SKILLS:** Project Management, Technical Process Refinement and Complex Solution Design; Revenue Marketing and Salesforce Automation; Strategic Planning and Financial Accountability including Financial Management, Planning and Analysis; On Premise and Cloud-hosted Software Implementation, Optimization and Integration; Process Workflow and State Mapping, Database Architecture, Data Model Design, Dataset Extraction; Data Manipulation, Analysis, Interpretation, Ownership and Application; Development and Execution of Use-Case-Tailored Training Programs

### EXPERIENCE

**Centurum Information Technology**, *Federal Defense Acquisition Contracting* 8/18 – Present

**Program Financial Management Analyst**, \$22M TacMobile C5ISR Program - SPAWAR, Charleston, SC

- Design, prepare and manage a financial spend plan of categorically allocated awarded vs. funded dollars by CLIN source for contract period of performance (PoP); audit and reconcile data between internal systems of record and customer invoicing weekly; measure and report regularly on program financial status: burn rates, actual spend, outstanding expenditures, estimated balances, noted anomalies and pertinent data trends.
- Leverage available systems data to: build analytic models designed to assist with PM decision-making; conduct relevant analyses of historical performance to forecast variables for future use and planning.
- Re-balance spend plan as needed, in accordance with varying factors and dynamic project requirements, to ensure accuracy of financials; monitor variance to program operating budget, which comprises all direct and indirect costing inputs overlay with time; advise PM on tactical financial decisions consistent with company's strategic program goals.

**Donors Cure Foundation**, *A 501(c)(3) Nonprofit, MUSC Foundation for Research & Development* 8/17 – 4/18

**Managing Director**, Charleston, SC

- Created a strategic operating plan for business growth, with core focus on: Marketing, Fundraising and development of the nonprofit's crowdfunding website platform; implemented a multi-media marketing plan that targeted specific researched segments of the local and online community with the goal of promoting increased recognition and awareness of the nonprofit's brand, mission and value proposition.
- Bolstered Fundraising efforts to amplify revenue streams and increase donor funding; reinvested available operating income into continuous development of the nonprofit's crowdfunding site, which is the engine that drove inbound donations to help fund medical research projects.
- Managed entire business operation: ensured ongoing compliance with all state and federal charitable organization requirements; worked with local CPA to successfully complete first formal financial audit; represented the Foundation at various medical conferences; created and managed annual budget and monitored variance; accounted for all bookkeeping and prepared financial statements of position (balance sheet), activity (income statement) and cash flow for monthly reporting to Board of Directors; served as Secretary & Treasurer of the Board for Donors Cure Foundation.

**Rytec Corporation** *A private Wisconsin-based manufacturing, sales and marketing company* 1/12 – 8/17

**Business Intelligence Manager**, Charleston, SC 1/15 – 8/17

- Earned promotion to the role of project manager for a new executive-sponsored initiative to build and develop the technological infrastructure for a Business Intelligence platform within Rytec.
- Partnered with SAP and outside consultants to implement and deliver SAP HANA, a cloud-based in-memory data visualization BI platform capable of processing very large volumes of transactional data (replicated to a BW from an

on-prem SAP ERP server) for meaningful interpretation; delivered BI platform successfully within budget and according to timeline.

- Extracted relevant SAP manufacturing, supply chain, inventory, order and account data from new BI platform to be analyzed in tandem with sales forecast, customer, marketing and pricing data from Salesforce.com CRM to create new analytical insights into operational performance; leveraged data visualization tools native to the BI platform to offer fact-based recommendations to senior leadership for informed decision-making; routinely measured results of improved BI-driven performance analyses against established metrics to assess real business value and estimated return on investment.
- Road-mapped future development of the BI platform, including a phase II plan to automate analytics with real-time bi-directional integration between SAP ERP and Salesforce.com CRM.

**Sales Operations Manager**, Charleston, SC

1/12 – 8/17

- Grew sales revenue 250% from \$36M to \$90M over a 4-year period from 1Q12 – 1Q16; owned and optimized the company's Salesforce.com platform (PaaS), and its ancillary applications; successfully achieved goals to increase operational efficiency by fully automating sales quoting, lead management and conversion, online marketing and revenue and product forecasting; as part of Sales Leadership Team, built annually the complete Sales plan for Board budget approval.
- Automated company's customer service function within the Salesforce.com platform to enable online case management with escalation procedures, time-tracking capabilities, reporting, searchable solutions, softphone enabled integrated dialing and screen pops, etc. to improve the customer experience by reducing wait and call times.
- Led various platform integration projects to expand the Salesforce.com application: Oracle CPQ; Pardot marketing; MapAnything geolocation services; data.com for data cleansing and sales prospecting; dropbox for business for controlled rule-driven object-level data repository; Endeavor CPQ for custom quoting and proposals; custom development.

**Optimer Brands** *A private textiles company specialized in sales/marketing of flame-resistant fabrics and garments*

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**Director of Sales Operations**, Charleston, SC

5/09 – 12/11

- Managed Sales revenue and product-level forecasting and variance analysis to accurately report rolling revenue projections weekly; prepared reports using extracted object-level and related data from Salesforce.com for recurring pipeline scrubs with the Sales team.
- Designed and deployed a standardized distributor pricing model that was tri-tiered by purchase volume thresholds and customized for each core market (Government/Commercial); introduction of this pricing algorithm led to increased profit margin and strong growth in market share.
- Automated the Inside Sales function within Salesforce.com, resulting in larger volume of leads, and accelerating lead-to-sale conversion rates; trained and supervised a team of 2 sales persons to systematically develop and qualify inbound sales leads within the Salesforce.com platform, enabling lead tracking from sourcing to win, and accurately attributing sales \$ to marketing effort by campaign.

**Model Metrics, Inc.** *Professional Services company for Salesforce.com consulting and development*

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**Senior Consultant**, Chicago IL, & Charleston, SC

5/08 – 5/09

- Led teams as the Project Manager of various Salesforce.com implementation, optimization and integration projects for customers across a breadth of industries; focused on refining and automating business processes while capturing pertinent data for measurement and reporting.
- Applied iterative project management practices within a standardized framework to: develop project schedules, plan resources, gather business requirements, document findings, compose regular status reporting and offer specific recommendations on data governance and future needs; directed all resources throughout projects to achieve target goals within scope, timeline and budget; assigned personnel to task for platform UI customization, testing, data migration and the creation of custom end-user rollout training.

**Solutions Account Manager**, Chicago IL 3/06 – 5/08

- Partnered with domestic Sales teams (revenue > \$400M/yr) to design and create custom credit-data based solutions for strategic and national account customers; solutions were tailored from among the company's 4 product portfolios (i.e., Marketing services, which included credit card prescreen offers, Analytical Decision Services, which included complex models like triggers and credit scores) to address specific account needs.
- Led the projects to pre-sale completion by engaging relevant internal partners for proposed solution assessment, conceptualization and testing; if validated, created meaningful sales collateral for formal solution presentation to the customer.
- Launched the company's implementation of Salesforce.com for U.S.-based Sales groups; expanded user adoption, and streamlined business processes within the organization by vetting and managing various workflow optimization and data/technology integration projects within the CRM platform.

**Corporate Compliance Analyst**, Chicago, IL 11/04 – 3/06

- Monitored, researched and analyzed Federal and State legislation proactively for potential organizational impact; led cross-functional discussions on risk assessment regarding relevant legislative changes.
- Partnered with division General Counsel to write and publish corporate Policies and SOPs to meet standards for FTC compliance under the Fair Credit Reporting Act (FCRA).
- Edited, revised and offered suggestions for improvement on draft documents written by colleagues.

**Bank of America, N.A.**

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**Due Diligence Investigator**, Charlotte, NC & Chicago, IL 5/03 – 11/04

- Conducted international and domestic due diligence (under the US PATRIOT Act and Anti-money Laundering legislation) for consumer relationship-based lines of business (e.g., bank lending, private equity investing) to minimize default risk; strategically researched, analyzed and interpreted information concerning firms/ principals under inquiry, and reported relevant findings in a standardized written format.

**Banc of America Securities, LLC** *Global Corporate Investment Banking – Fixed Income Securities*

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**Securities Analyst**, Charlotte, NC 9/01 – 5/03

- Managed fixed-income securities clearance for bank-side settlement of government-issued and commercial bond trades; performed daily reconciling of accounts and ledgers.
- Facilitated principal and interest processing on securities held in Safekeeping; secured payment for customer accounts through execution of broker-directed trades; established controls for daily transaction balancing.
- Researched prospectus information of new municipal and private (PPM) debt offerings; monitored performance for SEC exceptions and reported to senior management weekly on transaction volumes, balances and compliance risks.

EDUCATION

**MBA - Master of Business Administration**, Management & Strategy, Marketing, 2008 • J.L. Kellogg Graduate School of Management, Northwestern University, Evanston, IL

**B.S. - Bachelor of Science**, Business Management - Finance, 2001 • NC State University, Raleigh, NC

RELEVANT TECHNICAL PROFICIENCIES

Adobe Creative Cloud/ Acrobat; Dropbox for Business; Microsoft Office (Excel, Word, PowerPoint, Access, Outlook, Visio, Project) and Azure hosting; Snag-It; DemandTools; Apple Mac OS and software (Numbers, Pages, Keynote); One Note; Evernote; SaaS; PaaS; Google apps; Google AdWords; Google Analytics; Big Data; SAP ERP; SAP HANA; Crystal Reports; Lumira; Quickbooks Online; Salesforce.com and ancillary platforms: Pardot, MailChimp, iContact, Oracle CPQ, Data.com