

Mary Buzzard

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Marketing & Business Development Senior Leader

Optimize Technology for Structured Growth & Scalability • Propel Revenue Increases

Entrepreneurial Business Growth
Strategic Planning and Financial Accountability
Salesforce.com and SAP HANA

Revenue Marketing and Sales Operations
Sales Training, Development and Leadership
Data Analysis, Interpretation and Application

EXPERIENCE

Donors Cure Foundation, *Nonprofit, MUSC Foundation for Research & Development*

8/17 – 4/18

Managing Director, Charleston, SC

Designed and executed against strategic plan for growth with core focus on Marketing, Fundraising and Platform development. Implemented marketing plan comprised of multi-media approach via an editorial calendar, brand image re-alignment and effective market research to discern core targets for segmentation; hired digital marketer to meet goals for increased awareness, brand recognition and promotion. Managing to a tight \$500k budget, bolstered Fundraising development to amplify revenue and enable continued evolution of the nonprofit medical research crowdfunding website; managed compliance with all State charitable organization requirements, collaborated with CPA to conduct successful initial formal audit; served as Secretary & Treasurer of the Board and facilitated quarterly meetings; represented Foundation at conferences and assembled strategic alliances and partnerships; drafted annual budget and monitored variance; managed position, activities and cash flow financial statements and basic bookkeeping via Quickbooks.

Rytec Corporation *Leading Manufacturer of High Performance Doors*

Business Intelligence Manager, Charleston, SC

1/15 – 8/17

Simultaneous to Sales Operations Manager role, collaborated with SAP, implementation partner and internal partners to ensure successful delivery of SAP HANA in-memory data visualization platform. Analyzed North American sales and operations data and identified trends to recommend informed, insightful and timely business decisions; measured results against established baseline metrics.

Sales Operations Manager

1/12 – 8/17

Grew sales revenue 250% to \$90M/yr over 4-year period from 1Q12 – 1Q16. Owned and optimized Salesforce.com (PaaS) and ancillary applications to expedite/automate sales quoting, lead management and conversion, marketing automation, revenue and product forecasting; promoted pipeline hygiene, database best practices; grew service and support technology infrastructure. Led various platform integration projects to develop technology investment: Oracle CPQ; Pardot; MapAnything; Data.com Clean and Prospector; Dropbox for Business; Endeavor CPQ; custom development

Optimer Brands (*drifire.com*)

Director of Sales Operations, Charleston, SC

5/09 – 12/11

Managed sales forecasting and variance analysis; reported ongoing rolling revenue projections and led executive meetings to forecast demand. Designed and employed a standardized volume-based distributor pricing model for full product offering, which led to increased profit margin and market share. Automated Inside Sales function resulting in increased volume of leads and accelerated conversion rates to grow customer footprint by ~20%/yr; trained and remotely supervised team of 2 salespeople to systematically develop leads from inception to close to identify the impact of marketing spend and interpret customer needs.

Model Metrics, Inc.

Senior Consultant, Chicago IL, & Charleston, SC

5/08 – 5/09

Managed Salesforce.com implementation, optimization and integration projects in the cloud-computing space; focused on enhancing and streamlining business processes using automation. Practiced defined project management methodology to develop project schedules, plan resources, gather business requirements, document findings, compose status reporting and offer recommendations; guided all resources throughout projects to remain in-scope and on budget. Constructed teams for platform customization, testing and to devise and coordinate custom end-user training; facilitated data migration/insertion, systems integrations and software governance models.

Trans Union, LLC

Solutions Account Manager, Chicago IL

3/06 – 5/08

Partnered with domestic Sales teams (\$400M/yr) to design client solutions using resources and expertise spanning 4 core product portfolios; assessed needs, engaged partners, conceptualized, created and presented client solutions; managed delivery process. Also managed enterprise Salesforce.com integration projects to steadily increase user adoption and streamline (formerly) manual processes: engaged stakeholders to assess workflows, documented requirements, conducted impact analyses and testing, drafted process flows, customized user interface, developed division-wide training plans.

Corporate Compliance Analyst

11/04 – 3/06

Monitored, researched and analyzed Federal and State legislation for potential organizational impact and led cross-functional discussions on risk assessment; partnered with division General Counsel to write and publish corporate compliance policies and SOPs to confirm standards for FTC compliance under the Fair Credit Reporting Act (FCRA).

Bank of America, N.A.

Due Diligence Investigator, Charlotte, NC & Chicago, IL

5/03 – 11/04

Conducted international and domestic due diligence with respect to the US PATRIOT Act and Anti-money Laundering laws for consumer relationship-based lines of business (bank lending, private equity investing) to minimize default risk; strategically researched, analyzed and interpreted information concerning firms/ principals; drafted reports to note relevant findings and escalated potential threats.

Banc of America Securities, LLC

Securities Analyst, Charlotte, NC

9/01 – 5/03

Managed fixed-income securities clearance, principal and interest processing and payment for customer accounts through external broker-directed trades; established controls for daily transaction balancing; researched municipal and private (PPM) debt offerings for potential investment, monitored SEC compliance exceptions and reported metrics to senior management.

EDUCATION

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

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

RELEVANT TECHNICAL SKILLS

Adobe Creative Cloud/ Acrobat; Dropbox for Business; Microsoft Office Suite (Excel, Word, PowerPoint, Access) and Azure hosting; Apple Mac products/OS and software (Numbers, Pages, Keynote); Google apps; SAP HANA; Quickbooks Online; Salesforce.com and ancillary platforms: Pardot, MailChimp, iContact, Oracle CPQ, Data.com