

# LAURA RICCI

## SUMMARY OF QUALIFICATIONS

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"Once you understand how the system works you can manage smarter. By installing a process, Laura was able to coach our marketing staff to an 85% win rate."

-- Don Carlton, CEO,  
Radian International  
LLC (now URS)

- Win 85 percent of contracts sought
- Train to capture profitable contracts
- Build teams to win
- Design award winning marketing programs
- Install new process to capitalize on sales force client intelligence

## PROFESSIONAL EXPERIENCE

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### *Winning Contracts*

Complex Sales consulting since 1992. I and the teams I've trained and managed have won more than 200 contracts.

Benchmark existing sales and proposal teams against industry best practices:

- Are the right people on the team?
- Is your process rigorous enough to defend your contract?
- Matrix your situation: What needs to be fixed, celebrated, questioned, ignored?

Support sales efforts underway:

- Review of client intelligence in preparation for RFP
- Consult on strategy to incorporate client intelligence into proposal response
- Proposal Review
- Provide SWAT team to manage and produce critical RFP response:
  - Working with your existing team or,
  - Working independent of your proposal team

Change Process with training and coaching:

- Train Sales to support winning proposals
- Train Subject Matter Experts to participate efficiently
- Train Proposal Team to manage strategically and proactively
- Select and recruit team members from within your organization to take over from the SWAT team

### *Industries / Clients*

Complex sales are symbolic of your market evolution and not limited to industries seeking government contracts. These are a few of the industries in which I've worked:

Telecom – Convergys 2.8billion, 75,000 empl.

Utilities – GTI

Software – Innovision, Kidasa, etc.

Engineering – Nolte, CH2M HILL, Parsons, Lockheed Martin

R&D – AO Smith, UW, UT

Construction/Remediation – Radian, Geiler Mitchell, RC Duncan

### *Education*

1984, *Master of Business Administration*, cum laude, Golden Gate University, San Francisco, California. Named Outstanding Graduate Student

1978, Attended Drake University Law School, Des Moines, Iowa. Contracts included in legal studies.

1977, *Bachelor of Arts*, cum laude, Sociology, Social Work and Business, Southern Illinois University, Edwardsville, Illinois. Member of the Dean's College.

Customers captured for my clients:

***Work History***

**Principal Consultant**

1Ricci LLC  
1998 – Present

**Marketing Director**

Radian International  
1992 – 1998

**Marketing Manager**

Nolte and Associates  
1989 – 1992

**Foundation Director**

American River Hosp.  
1988

**Newspaper Editor**

Sacramento Union  
1986 – 88

**Marketing Director**

Laura Ricci & Assoc.  
1979 – 86

Alliant Technologies  
Alcoa  
Caltrans  
California Department of Corrections  
Coors Brewing Company  
Department of Defense Navy  
Army, Corps of Engineers  
Air Force  
Department of Energy  
Hanford  
Oak Ridge  
Los Alamos  
Electric Power Research Institute  
US Environmental Protection Agency  
Exxon  
Gas Research Institute  
Kmart  
Kodak  
LeFarge  
Lockheed Martin  
Marathon Oil  
National Science Foundation  
Raytheon  
Sacramento City and County (most agencies)  
Sandia National Labs  
Santa Fe Railroad  
Tennessee Valley Authority  
Various State and local agencies throughout  
the U.S, especially  
WI, CA, TX, CO and NV  
World Bank  
Wyeth-Ayerst Laboratories

***Publications***

- White Paper: *What Changed Your Sales Cycle and Why?*
- Books: *12 Views from Women's Eyes: Managing the New Majority* and *The Magic of Winning Proposals*
- Published, edited and managed distribution of first hospital Annual Report.

***Accomplishments of Interest***

- Candidate, Fast 50: Fast Company Magazine, 2003 for work leading \$50 Million dollar Research and Education Collaboration.
- Awarded Web Strategist of the Year, 2002 by INC. Magazine. This is the latest of seven awards for professional accomplishment over the last 22 years.