

# LAURA RICCI

## SUMMARY OF QUALIFICATIONS

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### *Strengths:*

- ✓ [Strategic](#)
- ✓ [Maximizer](#)
- ✓ [Ideation](#)
- ✓ [Futuristic](#)
- ✓ [Connectedness](#)

Where solutions to problems require a creative effort, I've established a reputation for innovative marketing. My approach is "thoughtful strategy first and exquisite delivery of tactics second."

- Innovative and results-oriented
- Develop strategy to win contracts, with 85 percent success rate
- Harness resources to accomplish goals
- Identify new markets, design award winning marketing programs and successfully capture profitable work.

## PROFESSIONAL EXPERIENCE

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### *Federal Procurement*

Proposal writing and management since 1992. I and the teams I've trained and managed have won more than 200 federal contracts.

Advise on strategy for procurement under FARS Oral presentation requirements, most recently Coach for Parsons Engineering DOE Hanford proposal, 2007.

### *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.

Identify and develop relationships with Federal agency managers in pursuit of contracts and grants for clients, including NSA, NSF, DARPA, and NASA.

Review presentation materials

- Re-designed graphics to enrich information and eliminate unintended message overlooked by the project team and US Air Force client in delivering data to a public audience.

Manage complex tasks under competing demands, with concurrent deadlines.

- I work with Web 2.0 technologies (XML, PHP and MySQL)

Build systems to streamline process and preserve human resource.

- Supervised budget spreadsheet creation which halves time needed to complete multi-year budgets for National Science Foundation (NSF) submission. This multi-layer spreadsheet meets NSF criteria, eliminates budget errors, and saves time.
- Engineered proposal database which saves time completing internal forms, allows in-advance tracking as opposed to after-the-fact reporting, eliminates 20 hours weekly labor in data management, and enriches information capture.

### ***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

### ***Publications***

Publications background includes all print media — newspaper to offset, weekly television and radio, and training in psychological preparation for presentations.

- Author of the book, *12 Views from Women's Eyes: Managing the New Majority*.
- Published, edited and managed distribution of first hospital Annual Report.
- Wrote "Realestatements," a humorous weekly newspaper column designed to encourage home ownership. Write "Winning Ideas" at [www.1Ricci.com](http://www.1Ricci.com)

### ***Accomplishments of Interest***

- Candidate, Fast 50: Fast Company Magazine, 2003 for work leading Wisconsin CyberSecurity 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.
- Author of two books: *12 Views from Women's Eyes: Managing the New Majority* and *The Magic of Winning Proposals*.

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<sup>i</sup> Gallup strengths management from *Now, Discover Your Strengths* by Buckingham and Clifton