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## STRENGTHS

Gallup strengths management from Now, Discover Your Strengths by Buckingham and Clifton <<http://www.1Ricci.com/ideas/LRicciStrengths.pdf>>

- Strategic
- Maximizer
- Ideation
- Futuristic
- Connectedness

## CAPABILITIES

Where solutions to problems require a creative effort, I've established a reputation for innovative marketing and communications. My approach is "thoughtful strategy first and exquisite delivery of tactics second." Working in a variety of industries, I have a reputation for building teams of scrappy problem-solvers.

- Matrix management background and Total Quality Management approach used successfully to build teams capable of outstanding performance, and manage outside vendors
- Innovative and results-oriented
- Develop strategy to win contracts, with 85 percent success rate
- Promulgate methods – Total dollars won by professionals trained by Ricci now exceed \$2 billion.
- Harness resources to accomplish goals
- Turn around experience joining a large firm with below standard hit rate, below profitable project workload and below standard work backlog and meeting the goal of winning contracts sufficient to solve two of the three problems.

## 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 and Property 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. Thesis: Soulard Urban Redevelopment, St. Louis, Missouri

## SALES

Top Salesperson on four products, selling new homes in advance of construction.

Result:

- Presales were among the best in the industry, and conversion-to-close was double the industry standard.
- Recognized with four awards from industry including Salesperson of the Year for Northern California.

## STRATEGY FORMULATION

Analyzed Hospital acquisition strategy and brought attention to overlooked elements which eliminated profit potential of acquisition due to recent competitor positioning.

Result:

- Acquisition team re-opened negotiations and project was subsequently abandoned.

Identified synergies between internal competencies and outside priorities, and design proposals to accommodate each.

Result:

- Formed a statewide coalition to target \$50 million in new funding. The Wisconsin CyberSecurity program is positioned to capture tens of millions for Wisconsin. “Laura put wheels on a promising program.” Elizabeth Rindskopf Parker, former UW General Counsel

Collected and compared internal data with outside market data, then presented results showing their analytical tools masked substandard performance. Changed tools to track progress in correcting below-standard hit rate, work backlog, and project workloads.

Result:

- Turned around results over 3 years, raising hit rate from 43 to 71 percent.

Seized the opportunity to position a new product through a national competition.

Result:

- Our photos ran “full color above the fold” in newspapers across the country when our firm received an honorable mention. The competition gave us a forum to display the compelling results of our new service offering.

Advised on strategy for procurement under FARS Oral presentation requirements.

Built strategy for a small company whose market had eroded due to technology advances. By focusing on their new marketplace, revenues immediately increased, and attrition fell by 20 percent.

Analyzes product and formulates market plans. Analyzes capabilities of current staff and designs programs to accommodate corporate culture.

Result:

Agency changed requirements when provided information which illustrated the benefits of allowing our non-compliant proposal to qualify for consideration. Contract was awarded for \$1.2 million, rather than previous \$200k cap.

Advisor to the President for corporate development of a small corporation. Member Board of Directors.

Increased newspaper revenues over 40 percent by changing product into a positive vehicle for advertising.

Achieved lowest sales cancellation rate by using demographics and psychographics to match product to buyers, and pampering those buyers.

Quadrupled results of March of Dimes fundraiser by removing impediment of reaching contributors at our, rather than their, convenience.

Formulated vertical marketing program to capture new business

Result:

Quickly became a contender in a new market. When prospects asked agency staff for recommendations, they cited our firm with "They do all that kind of work around here." They perceived us as the market leader, though we'd never worked "around here."

Devised organizational development program to reduce turnover and raise morale.

Created urgent need for services by increasing visibility in the industry and within the community through a series of speeches before industry groups and weekly television appearances.

Designed ads and placed media buys. Since 1995, use the Internet extensively and buy EVERYTHING on the net to track marketing tools as launched.

Lobbied Illinois State Legislature. Planned legislative calendar and strategy.

Enhanced results of audience development and fundraising by designing synergistic programs which emphasize the "fun" of culture.

## BUSINESS DEVELOPMENT

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

Over \$1 million in new contracts executed within 2 years.

## IDENTIFY NEW MARKETS

Analyzed ad-hoc projects led by a renegade team and recommended value-added pricing, plus a targeted marketing campaign.

Result:

- Profit margins of this line are quadruple all other product lines. Competitors discovered the opportunity 10 months later and complained, “You’ve made yourselves the KLEENEX™ of food process plant sludge.”

## MARKETING IMPLEMENTATION

Design marketing programs for implementation within constraints

Result:

- Opera audience development project reached 210 “Opera Virgins”; and made a profit the first year.
- Federal Funding Forum attracted over 100 attendees (compared with an average of 30 for similar events) for a first time event, on a modest budget, supported by sponsors and nominal staff support.
- Built a new marketing team that won over \$750 million over 4 years for a \$300 million per annum firm. This team consistently wins over 85 percent of the targets they seek.
- Identify new markets for professional services, design award winning marketing programs and successfully capture profitable work.

Seized the opportunity to transform a failing publication

Result:

- Tripled size, quadrupled profit for The Sacramento Union: “Oldest Daily in the West”; and former employer of Samuel Clemens.

## COMMUNICATE RESULTS

Reviewed presentation materials and re-designed graphic to enrich information and eliminate a problem overlooked by the project team and client in delivering data to a public audience.

Result:

- You be the judge. The original graphic and my re-design are here:  
< <http://www.r-3.com/classroom/graphics.htm>>

Manage complex tasks concurrently, under competing demands, with concurrent deadlines.

Result:

- Used and taught methodologies, management techniques, and client expectation management to my teams. Critical Path Method (CPM) scheduling used to allocate resources.

## INFORMATION TECHNOLOGY and

## MARKETING TECHNOLOGY

Manage complex tasks under competing demands, with concurrent deadlines.

Result:

- Harness technology where it can be adapted for results. The first time I hired a contractor to build a Shockwave Flash file, Macromedia had never seen their technology used to accomplish a business objective. Users had only coded SWF for art, games and “dancing baloney.”
- Today I’m working with Web 2.0 technologies (XML, PHP and MySQL) to see how this might be used to quickly deliver dynamic (database driven) pages to hold user’s on a website.
- Use and teach methods, management techniques, and client expectation management to my teams. I’ve used Critical Path Method (CPM) scheduling to allocate resources.

Foresaw future information needs and built the skeleton to accommodate and attract that information in advance of requirements.

Result:

- Designed text-based databases for efficient Boolean search access while maintaining wide-open architecture. Supervised a team which built links between incompatible databases, reduced user training requirements, Increased data records 50 times and enhanced data depth 300%.

Build systems to streamline process and preserve human resource.

Result:

- 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.

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

Foresaw future information needs and built the skeleton to accommodate and attract that information in advance of requirements.

Wrote software for use in qualifying sales prospects. Software was designed to be agile enough to instantly qualify prospects for over 40 loan programs with five qualifying standards with greater accuracy than loan officers.

## MANAGEMENT AND FINANCE

- Budgeted and administered \$3.1 million annual budget.
- Forecast \$16 million annual sales, administered \$800,000 marketing budget.

□ Built marketing support network servicing 26 offices for International Corporation.

Coached seven company branch offices to reorganize, retrain and retool their business systems for marketing and business development.

Endows teams with proactive grasp on Total Quality Management.

Analyzed staff requirements and cash flow of a small business, resulting in significant reduction of overhead.

Organized new nonprofit Foundation. Designed fund raising programs.

#### TRAINING

University of Wisconsin - Milwaukee, Center for Intelligent Maintenance Systems, 2003, "Virtual Management Skills"

San Antonio Chapter of Sales and Marketing Professionals Society (SMPS) 2001, Day long training session: "Beating the Competition."

Rural Capital Area Workforce Development Board 1999, "Convincing Corporations: The Magic of Marketing"

Austin Technology Incubator (ATI) 1998, "B2B Sales for High Tech Startups"

Teach Proposal Writing Course, "The Magic of Winning Proposals".

Identified needs, originated and produced training courses for staff. Over 20 workshops and mini-courses developed and presented including workshops on Writing for Comprehension, Storyboard production, Theme Development, Resume Database - methods and madness and E-mail management.

Trained sales agents in use of computerized sales documents and financial qualifier software.

Trained university personnel and students in an accredited course on Lobbying the Illinois State Legislature.

#### PRESENTATION PREPARATION

Directed Orals presentation for \$150 million dollar contract featuring 45 team members presenting to an audience of 8.

Co-directed Orals presentation for \$350 million dollar contract featuring a team of 20 people from six firms for a two-hour question and answer session.

Prepared professional staff for interview using staging techniques, group interaction diagnosis, communication exercises and group visualization exercises.

Presentation coaching for individual professional staff using speech/enunciation exercises and Neurolinguistic programming.

#### RECENT PUBLIC SPEAKING ENGAGEMENTS

Society for Marketing Professional Services (SMPS), Wisconsin Chapter 2005, "Engineered Networking"

iThink Media JAMM 2004 Keynote speaker, "Why Milwaukee"

Center for the Study of Work Teams Conference 2001, "Selecting Virtual Managers: Surprise Stars Lead Virtual Teams"

Austin Chapter Association of Internet Professionals (AIP) 2001, "Virtual Teams and How to Grow Them"

Houston Chapter Association of Proposal Marketing Professionals (APMP) 2000, "Using Intuition to Build Captivating Themes"

International Purchasing Discussion Group of Austin (IPDG) 2000, "Global Teams: The Good News, The Bad News and The Path To Enlightenment"

Association of Proposal Marketing Professionals (APMP) 2000, Orlando FL "The Magnetism of Themes built with Intuition" " E-mail Tricks, Tools and Tips for Global Team management" and "Accessing the Corporate Knowledge Community"

Austin Technology Incubator (ATI) 1998, "B2B Sales for Startups"

International Voice Mail Association (IVMA) 1998, "Sales management and proposals for service providers"

Women in Technology International (WITI) 1998, Santa Clara CA "The Price We Pay to Join the Club" and "We have Met the Enemy and it is Us" ("That was a fantastic session, by the way!" - J.Chang)

National Association of Home Builders (NAHB) 1998, Dallas TX "Super Sales Training"

American Animal Hospital Association (AAHA) 1998, Colorado Springs CO "Building and Harnessing Dynamic Teams"

Radio Guest of over 20 talk shows including Jim Blasingame's show: The Small Business Advocate, on the topics of "Managing Women and Men in the Workplace", "Coopetition: Alliances and Fusion Marketing"

Guest speaker for over 40 chapter meetings including Kiwanis in 3 states, American Marketing Association (AMA), Institute of Electrical and Electronics Engineers (IEEE), Women in Technology International (WITI), Optimists, Women Business Entrepreneurs, Women's Chamber of Commerce, HerDomain, on various topics such as: "12 Views from Women's Eyes: Managing the New Majority" "4 Steps to closing \$114 million in Sales" "Smooth Selling for Professionals" "Using a Sales Funnel to channel sales" "Currency for the New Millennium, Something You Can Bank On" "Change or Innovation?"

Weekly television appearances on "The Home Show" broadcast in Sacramento CA.[]

#### ADVERTISING AND 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.

Designed Home And Real Estate section. Profits quadrupled when marketing plan produced improved readership and advertising.

Designed advertising and public relations campaign for maximum impact.

Published, edited and managed distribution of first hospital Annual Report.

Wrote "Realestatements," a humorous weekly column designed to encourage home ownership.

#### WORK HISTORY

Principal Consultant Ricci 1998 – present  
Marketing Director Radian International 1992 – 1998  
Marketing Manager Nolte and Associates 1989 – 1992  
Foundation Director American River Hospital 1988  
Newspaper Editor Sacramento Union 1986 – 1988  
Marketing Director Laura Ricci & Assoc. 1979 – 1986

#### OTHER TRAINING

Metaphors by David Gordon  
Neurolinguistic Programming Certified Practitioner  
Strategic Selling by Miller Heiman

Winning Proposals by Warren Yerks  
Oral Presentations for Best-Value Source Selection by Vernon J. Edwards  
Winning at Orals by W.S. Thompson Associates, Inc.

Models for Management by Teleometrics International  
Performance Through Principles by Interaction Design  
Teambuilding courses - eight different courses!

## COMMUNITY INVOLVEMENT

*Member*, National Council of University Research Administrators, 2002

*Member*, Company of Friends - Milwaukee and Chicago cells, 2001-present

*Executive Committee*, Board of Directors, Association of Information Technology Professionals Austin Chapter, 2000

*Volunteer Trainer*, Herdomain, 2000

*Signatory*, The Cluetrain Manifesto, 1999

*Member*, WITI Austin Chapter, 1998

*Exhibitor*, WITI Austin Convention, 1998

*Speaker*, WITI Santa Clara Convention, 1998

*Sponsor*, AIR Austin, 1998

*Member*, Austin Software Council, 1997

*Member*, Herdomain, 1996 - present

*Volunteer*, Laguna Gloria Art Museum, Contemporaries, La Dolce Vita fundraiser, 1994

*Representative for Illa Collins*, Sacramento County Supervisor, Capitol Corridor Passenger Policy Advisory Committee - 1991 to 1992

*Member*, Board of Directors, Sacramento Opera Association 1991 to 1993

*Executive Committee*, Sacramento Opera Association, Director's Planning Committee, Budget Committee, Event Designer, 1989

*Designer*, Charity event for opening of Sacramento County Jail, hosting 1200 guests.  
Result:

- Forty charities participated to raise money.
- The overnight party welcomed 1200 guests to an empty jailhouse with each charity hosting a venue, meal or service to raise money for their organization. Large

organizations took venues which included live music and libations, small organizations hosted services such as haircuts, manicures, or massages. Other organizations sponsored buffets for dinner, late night dessert, and breakfast.

*Member*, Sacramento Area Commerce and Trade Organization Development Committee 1987-1988 Second in membership recruitment.

*Sponsor*, Sacramento on the Go, 1986 Community-wide economic development conference. [

## ACCOMPLISHMENTS OF INTEREST

- Author of white paper, *What Changed Your Sales Cycle and Why?*, 2005
- 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 book, *The Magic of Winning Proposals*, 1999.
- Author of book, *12 Views from Women's Eyes: Managing the New Majority*, 1997
- Presented paper, "Selecting Virtual Managers: Surprise Stars Lead Virtual Teams" at Center for the Study of Work Teams Conference, 2001.
- Founded Wisconsin Women of Technology listserv, 2003
- Member Herdomain 1996 to present, virtual community of 3000.
- Spoke before at least 18 different organizations across the nation on a variety of management topics. Many radio and television appearances.
- Created a variety of courses and workshops, including: Database Search Logics – Beyond Boolean Search Strings
- Over 20 years experience supporting good people doing great things.  
<http://www.1Ricci.com/>
- Myers-Briggs Type Indicator: INFJ

## AWARDS AND HONORS

INC Magazine 2002 Web Strategist of the Year - One of 15 selected nationwide.

Sacramento Advertising Club Merit Award 1991 - Saved 140 billable labor hours with high impact seasonal promotion that stayed on prospects desks for months.

Crystal Award - International Association of Business Communicators  
Published, edited and managed distribution of hospital annual report - 1989

Natalie Parrish Award 1987 - Building Industry of Superior California Awarded to a non-industry member who has most helped advance the industry.

Highest Dollar Fundraiser 1987 - March of Dimes Jail and Bail Campaign  
Quadrupled average results by creating a pre-sales program.

Advisory Board Member - Sacramento Women in Commercial Real Estate

Salesperson of the Year 1984 - Building Industry Association of Superior California

Highest Dollar Fundraiser 1981 - March of Dimes Walk-a-thon

#### INTERNATIONAL EXPOSURE

Japan Traveled on business for the John Deere Company, as company host for 200 John Deere Dealers and their spouses.

Hong Kong Traveled on business for the John Deere Company, as company host for 100 John Deere Dealers and their spouses.

China Traveled as a guest of native Chinese host.

Florence Italy Rented an apartment as home base and traveled throughout Tuscany as a student/tourist for one month.

Marbella Spain Traveled as a guest of Northwest Mutual Insurance Company.

Sydney Australia Traveled on Business for the John Deere Company and The Sacramento Union Newspaper.

Colombia S.A. Traveled throughout the country, visiting relatives and touring the countryside for three months at age 16.

Canada Many business and pleasure trips, most recent was business in Edmonton Alberta, Canada.

Bangkok Thailand Traveled as medical tourist for routine exams and unplanned surgery on both knees.

Chihuahua Mexico Traveled for wedding of a family member.