

QIANA PATTERSON, MBA

LOS ANGELES, CA | 310.897.5401 | QPATT1@GMAIL.COM

SUMMARY

A dynamic technology and operations executive with a proven track record of executing strategic organization development, product innovation, and business efficiency. A transparent leader with a reputation for developing and refining cross-functional accountable teams, optimizing project implementations, and optimizing business growth.

QP ADVISORS, Founder & Principal Consultant, Los Angeles, CA, January 2016 – Present

- Provide operational, and implementation due diligence for a portfolio of companies to support mergers and acquisition (M&A) activity, new product strategy and process improvement
- Supply strategic support, and guidance to startups in both the B2B/B2C technology space
- Create and coordinate events to help Los Angeles tech ecosystem entrepreneurs develop appropriate business models, business plans, financial projections, cash flow models, marketing plans, operations, marketing, and customer relationships
- Actively source and manage a pipeline of Southern California companies, staying abreast of the latest technology players, leveraging relationships with seed capital, Venture Capital and Private equity firms as well as startups, mid and large technology corporate partners

BALANCE PUBLIC RELATIONS, Principal Consultant, Los Angeles, CA, January 2016 – Present

- Utilize exceptional communication skills to recruit new clients and nurture key relationships and influence business leaders, technology professionals, regulatory personnel, legislators, and prominent government officials at city and state levels
- Develop proactive strategies that represent diverse stakeholders and products in the public and private sectors, executing meaningful civic discourse and legislative change in a variety of fields, including education, software and technology

EDLIO, Chief Operating Officer, Los Angeles, CA, 2011 – 2015

- Managed broad set of stakeholders, including partners and vendors, developing product roadmap and opportunities for company growth
- Developed and used various business metrics to measure, rank, and segment large enterprise customers enabling company in hyper-growth mode assess long-term strategy and reach \$10M in revenue
- Devised long-term strategic initiatives and interim implementation roadmaps that improved customers' post-purchase experience by conducting competitor research, technical support and support ticketing system data analysis; implemented strategy with long-term cost saving impact of \$1.5M+
- Developed high-level customer success and support strategies focused on retention, growth, and scalability, from the ground floor.
- Set comprehensive goals for performance and growth; empowering, training and motivating teams which fostered collaborative problem solving which maximized ability to reach objectives
- Cultivated robust employee base across software development, sales and project management teams across multiple regions, conceiving and implementing company's systems and best practices, promoting cross-functional communication strategies, and utilizing strategic planning and actionable metrics achieve 13% increase in productivity

HIGHLIGHT: Co-created spin off startup company from Educational Networks, designing new operational infrastructure and providing daily oversight from ground up to 50+ employees, participated in expansion activities, including fundraising, acquisitions and mergers.

EDUCATIONAL NETWORKS, Sr Vice President of Operations + Sr Project Manager, Los Angeles, CA, 2006 – 2011

- Boosted startup education SaaS company annual revenue by achieving 20% YOY growth in revenues and client base, doubling employees, and launching company's third office
- Identified and quantify underlying customer pain points affecting customers going through implementation and post-launch support flow enabling company to set forth better approach in data gathering and KPI's to assess drivers for customer calls
- Oversaw development of customer technical department policies retention, engagement, and churn prevention
- Played critical role in product development, project management, client relationships, and services, emphasizing strategic planning to ensure company-wide realization of short and long-term goals.
- Managed project's overall work plan, stakeholder communications, project milestones, quality management, and coordination of multiple involved teams enabling transparent visibility of project process for 10+ major stakeholders
- Led and mentored sales, engineering, operations, training and customer support teams for problem resolution and proactive process improvements, directing project teams to consistently meet or exceed quality, timeline and budgetary targets
- Managed all aspects of pre-planning, onsite, and post-marketing event logistics domestically and internationally. Responsibilities included negotiating contracts, managing vendor partnerships and registration, meeting marketing and brand design production timelines

HIGHLIGHT: Promoted through five positions including Trainer, Project Manager, and Senior Software Project Manager, ultimately assuming CEO role and providing exemplary leadership strategies to maintain stability during corporate transitional period

EDUCATION + CERTIFICATIONS

Master of Business Administration, Marshall School of Business Executive MBA Program
University of Southern California

Multiple Subject Credential, Elementary Education
UCLA Extension

Bachelor of Arts, Anthropology
University of Washington

AFFILIATIONS

Educelerate LA: EdTech Meetup, ***Southern California Regional Organizer***

FreshSchools, ***Strategic Advisor***

Heart of Man Ventures, ***Strategic Advisor***

BentoBoxSchools, ***Founder***

ImpactLab, ***Education Innovation Incubator Advisor***

Los Feliz Charter School for the Arts, ***Board Member***

LOFT Innovation, ***Advisory Board Member***

