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| **[LNEWBOLDL@gmail.com](mailto:LNEWBOLDL@gmail.com)**  **770-330-5313** | [**www.linkedin.com/in/lis**](http://www.linkedin.com/in/lis)[**a-newbold**](http://www.linkedin.com/in/lisa-newbold) |

**CERTIFICATIONS**

Teaching English as Second Language Teaching Business English

Accounting & Bookkeeping Hiring Contract Employees

HRCI Talent Acquisition HRCI Learning and Development

HRCI Compensation and Benefits Fundamentals of Cybersecurity

**WORK EXPERIENCE**

**Stinson & Hodge INC**

**Independent Contractor**  **Aug** **2021 – Present**

As a Travel Advisor, research travel destinations, plan trips and group events for clients, book travel on their behalf. Market travel opportunities and deals to clients. Explore problem solutions and resolve issues.

* Train on various travel partner offerings and booking tools
* Travel to destinations myself to get familiar with options
* Address booking conflicts and make changes

In support of aviation career development and training start-up, create and edit presentations, proposals, non-disclosure, and client service agreements for new projects; review drafts and edit copy of agreements, letters and email. Manage email correspondence.

* Organize and manage executive meetings-- schedule and guide the agendas; track status updates and timelines relevant to each project; coordinate follow-ups; and facilitate planning sessions as result
* Establish processes, organize projects, optimize communications and share between teams for better collaboration; analyze requirements and ensure all parties fully understand requests and contracted terms
* Assist in monitoring contract terms, agreements and issue resolution; Coordinate requirements with aviation subject matter and technical experts to ensure consistency in expectation and actions
* Create and design presentations, develop proposals, edit documents, produce contracts and agreements, manage the Signings process and track proposal executions
* Identify leads by leveraging relationships, establishing new contacts, and orchestrating collaborations for potential new avenues to achieve future business and revenue growth
* Meet with potential clients to perform initial assessments of opportunities, provide feedback to management, produce short dossiers for contacts and their organizations
* Evaluate computer applications to advise management on solutions and processes to facilitate better collaboration and document management
* Acquire in-depth knowledge of aviation industry trends and emerging technologies to facilitate better understanding of client’s needs, program development options, available grants, and project funding options.
* Research educational offerings, prospective clients, target markets, the competitive landscape, costs factors, and existing K-12 and college career development programs to better understand current best practices, then present to board

**IBM Corporation**

**Marketing Program Coordinator** Partner Ecosystem Marketing **Mar** **2019 – June 2020**

Managed technical aspects of program operations for Vendor Software as a Service (SaaS) application which supported Business Partner (BP) marketing and sales functions. Communicated and managed relationships with stakeholders, business units, marketing management, and application development team.

* Oversaw Channel Partner sellers' experience with sales enablement platform for leveraging sales content and materials for client sales engagements. Advised project lead and Vendor’s application team on partner processes, identifying resources needed to effectively address specific requirements and critical satisfaction issues
* Collaborated cross-functionally with channel ecosystem teams from legal, business unit, database owners, and vendor team to implement features, configure new processes, and develop/deliver user training. Included train-the-trainers.
* Designed and implemented training scripts, materials, and videos to educate and train both internal stakeholders and external partners to use new vendor application for uploading content
* Curated best practices for process implementation and program design evaluating user feedback, analyzing requirements, then collaborating with development teams to implement fixes
* Leveraged relationships with former associates allowing me to facilitate collaborations with new team; led to new initiatives, improved reporting, combining resources to further business engagements, and driving improvements to processes and go-to-market strategies. This provided additional benefits to multiple end-user groups and facilitated better reporting
* Established Help Desk and developed solutions to enhance users’ experiences by providing users in other geographies a means to access assistance immediately in their own geography, during their business hours, and in the language of their choosing, reducing delays for them to get help with questions or resolve issues. Included crafting “Hints & Tips” and “FAQs”. For users in other geographies, meant they no longer had to wait for United States offices to open.

**Program Manager**  **Oct** **2014 – Mar 2019**

Coordinated operations of channel business partners’ online training platform used to build sales, marketing and technical skills on IBM products and solutions. Spearheaded the successful migration of this platform to a new Learning Management System (LMS), collaborating with old and new platform teams, global business unit stakeholders, education content owners, and trainers to accomplish. Migration completed on schedule and within budget.

* Owned relationship with multiple development teams and business unit stakeholders, requiring negotiations for sprint planning, development priority, addressing delays, developing test cases, and completing user testing, tracking and managing development spend per contract agreement.
* Collaborated with training content owners to ensure all training assets remained current and relevant, identifying and archiving outdated content. Established policies and procedures for the submission of changes to existing sales materials and training courses, plus tagging of user content to ensure appropriate distribution. Resulted in increased efficiencies and significant reductions in hosting costs.
* Authored Hints & Tips document, initiated backup training and support, served as Subject-Matter-Expert and Level-2 support. Initiated and helped design, implement, and automate critical business processes including reporting, access controls, curriculum refreshes, and managing open help desk tickets before they required level 3 support which were the Application Developers, resulting in the freeing up Developers to focus on development and faster deployments.
* Conducted configuration management for user access control and privileges for applications, web portals, and reporting databases; validated user access and access levels, completed quarterly cleanup of user access to team rooms and dashboards.
* Audited and reviewed financial activity, documents and processes to ensure compliance with contract terms and Statements of Work between business team and development teams

Oversaw global program operations as Focal for Lead Pass Decision Engine (LPDE), an artificial intelligence application designed to use results data and algorithms to identify appropriate sales routes to market, recommend assignment to internal sellers or channel partners most likely to Win deals, then initiate the lead transfer process.

* Analyzed sales results and incorporated feedback from sellers which drove updates to machine lea0rning algorithms, enhancing recommendations and increasing seller confidence in results
* Traveled globally meeting with global, cross-functional teams of stakeholders, channel partners, application owners, and Corporate to strategize and translate channel marketing strategies to requirements
* Established and managed changes, requirements development, design approvals, proper documentation, release deployments and stakeholder communications
* Initiated cross-training with lead application developers to facilitate better understanding of the business functions to provide me a better understanding of their development cycles and workflows. Resulted in improved working relationships and increased stakeholder satisfaction
* Developed solution to eliminate manual process loading seller territory assignments into lead pass engine, leveraging prior work experiences and relationships. Collaboration led to automating the feed of seller assignments and targets to recommendation engine, reducing process from weeks to complete to days, eliminated errors and allowed for more frequent updates
* Designed new processes and approaches to support stakeholders’ needs for querying and reporting sales and marketing data by geography and sales route by establishing links to partner databases and dashboards previously unknown to application development teams. Allowed for accessing additional views of partner data for better analyzing business results
* Guided enhancements to Customer Relationship Management (CRM) and reporting tools based on functional usage, stakeholder input, results analysis, and business unit requirements

## Senior Business Operations Specialist, ISV Ecosystem, Business Insights (Remote) Feb 2007 – Oct 2014

Functioned as subject matter expert; Delivered operations support, reporting, and analysis to internal stakeholders of Independent Software Vendor for their enablement and sales activity support. Queried databases using Hyperion Brio and Cognos BI to obtain then analyze data; resolved data issues, and craft results dashboards.

* Coordinated with business unit stakeholders to determine program targets and goals, evaluated most effective means of tracking results, determined appropriate reporting resources, and spearheaded metrics, process and dashboard redesign
* Independently learned new database to facilitate the development and implementation of a new management system; redesigned the existing dashboards by including the results of fulfillment revenue in existing reports and the analytics processes
* Performed data validations and implemented quality control measures to ensure compliance and audit readiness; collaborated with Finance & Accounting to optimize the integrity of results
* Consolidated and reduced redundancy by eliminating under-utilized reports, redesigning processes, and modifying workflows, streamlining team’s workload, and resulting in better headcount utilization
* Converted reports from Hyperion to automated Cognos portal, reducing weekly manual effort by 80% and increasing the effectiveness of business operations, collaborations, and analysis, establishing single source of truth with standardized, accessible, and repeatable reporting
* Served as Configuration Manager for various reporting dashboards and end-user team rooms; managed credentialing process to authenticate and for proper authorizations based on users’ job roles and employment status; initiated regular revalidations of user access requirements and authorizations

**Senior Sales Operations Specialist,** IBM Field Sales Incentives & Commissions (Remote) **Nov 2000 – Feb 2007**

Managed sales operations in support of 9 North America field sales teams, provided guidance and advice to sales executives on designing effective sales territories and setting client rep quotas.

* Analyzed sales team performance, developed customer baseline reports, and built sales revenue forecasts. Prepared sales commission results packages, tracked client reps’ performance vs targets, and completed ad-hoc data requests at request of sellers, sales execs, and the Commissions Teams
* Performed territory and deal analysis in support of weekly cadence calls. Facilitated regular sales territory management calls with sellers and sales executives to drive performance, deal progression, increase the pipeline, and overcome the challenges that might impact business units’ achievement of objectives
* Resolved inflated pipeline and seller compensation issues, reducing territory-related compensation issues, increasing payment accuracy, and enhancing seller morale
* Collaborated with Finance & Planning to ensure proper internal controls for revenue elements and ledger reporting, refining processes when necessary for compliance
* Addressed gaps in seller knowledge by preparing and delivering education on pipeline metrics and forecasting won deal revenue
* Established and documented standardized reporting process. Provided to new analysts during on-boarding
* Engaged with Field Sales Operations managing business units’ opportunity pipeline, analyzing data, and tracking progression of deals through sales cycles to enable sales teams to achieve sales objectives
* Produced weekly opportunity reports for sales execution calls; performed and shared analysis with sales teams; provided guidance to teams on improving forecasts and closing won deal revenue

**Staff Accountant / Financial Analyst,** IBM Learning Services **Nov 1998 – Nov 2000**

Executed financial operations for Information Technology Operations business unit. Created and managed annual budgets, spending plans and monthly forecasts; performed expense tracking and variance analysis, general ledger reconciliations, analyzed IT costs vs spend, processed accounting entries: accruals and journals, produced and presented monthly results packages to management.

* Provided guidance to unit managers on effective budget management strategies and recommended solutions based on analysis of data and compliance with accounting principles and practices
* Managed Education Coupon Program for internal training curriculums; Curated best practices for the process, documented and implemented across teams leading to standardization and improved management which allowed for better results analysis
* Served as Capital Coordinator with responsibility for entire capital acquisitions process. Included submission of capital funding requests, tracking organization’s assets and users, managing costs and asset depreciation, and approving property disposition for depreciated assets.

**Skills / Attributes**

Office & Administrative Applications Remote Work Proficiency Professional

Leadership Lifelong Learner Integrity

Copy Editing Business English Conflict Resolution

Reliable Flexible Proactive

Accountability Natural Curiosity Analytical

Collaborative Cross-functional Teaming Positive Attitude

Emotional Intelligence Self-Manage/Motivated Troubleshooter

Creative Problem Solver Critical Thinking Online Research

Process Documentation Process Improvement Proofreading

Verbal & Written Communication Report Generation Business & Data Analysis

Compliance & Business Controls Marketing Operations Computer (iOS + Windows)

Program Coordination/Management Budgeting, Finance & Accounting Basic Contract Management

Gather Business Requirements Build User Stories User Access / D-base Management

Travel Planning

## Tools & Technologies

Customer Relationship Management (CRM) GitHub

Enterprise Design Thinking *Seismic* for Sales Enablement Adobe Acrobat Programming Foundations: Databases

Virtual Meeting Platforms Microsoft Suite

Collaboration Tools: Slack, Mural, Trello, etc.

## Formal Education

Bachelor of Business Administration (BBA), University of Texas at Arlington