

123-001-0807

OBJECTIVE

To obtain and excel at new work with a dynamic, forward-looking organization that will enable me to:
Function with a high level of responsibility, initiative, and independence;
Draw on experience in areas as varied as international trade and intellectual property law;
Earn recognition and reward commensurate with the level of accomplishment that I attain.

CAREER OVERVIEW

- For a total of ten-plus years, contributed significantly to the growth of a small connectivity software company as it entered international markets, met with increasing sales success, and was ultimately acquired by a major transnational corporation.
- Worked as Domestic Marketing and International Project Coordinator and as Special Project Assistant to the CEO before the merger and have since continued to function as Legal Services Manager for the merged company.
- Have participated actively in several local professional and trade associations as well as taking initiative in implementing various employee incentive and community service programs.
- Held other administrative and trade-related positions including market research work with state government, merchandising and buying with an import / export company, and providing administrative support to an international graduate study program in Italy.
- In addition to a Bachelors Degree in International Relations, am now well on the way to completing an MBA.

FEATURED EXPERIENCE

ESKER, INC. (formerly Persoft, Inc.), HQ in Lyon, France Madison, Wisconsin
Developer, publisher, & marketer of PC-to-Host and Web-to-Host connectivity and fax automation software

Legal Services Manager

January 2000 - Present

- Serve as the primary in-house information source on legal matters for all company departments as well as functioning as the initial legal contact for outside vendors and customers.
- Make and respond to queries about service contracts, leases, reseller and license agreements, cease & desist letters, OEM and outsourcing agreements, government compliance questionnaires and contracts, non-disclosures, and other legal matters.
- Review, write, and interpret legal contracts, agreements, letters, and board resolutions.
- Research, write, implement, and enforce company policies, procedures, and practices in areas such as pricing, product warranties, licensing, corporate services, and terms of sale.
- Work with software engineers to prepare accurate descriptions of goods and register trademarks and patents.
- Proof / approve all packaging materials, documentation, sign-on screens, and web pages for accuracy of trademark and copyright attributions, pricing, etc.
- Research governmental regulations and apply for all necessary export licenses and classifications.
- Assist the marketing / sales department in all matters related to pricing and terms / conditions of sales.
- Check legal accuracy of all press releases, PR statements, and general advertising intended for U.S. markets.
- Work with outside counsel on above areas of activity.

Legal Administrator & Assistant to the CEO

June 1993 - December 1999

- Before the merger, performed the duties described above in a scope that was limited only by the size of a company with annual sales that had grown to \$18,000,000.
- Assisted the President / CEO and the Director of Human Resources by completing special projects including designing / implementing company-wide training, incentive, team building, and service programs.

International Project Coordinator

January 1992 - June 1993

- After a year in Italy, returned to a role in international marketing, but with a greater project focus.
- Researched new markets and formulated strategies for their development.
- Assisted Vice President with various projects that affected operational areas outside my area of concentration.

International Sales & Marketing Coordinator

September 1989 - December 1990

- Planned / organized logistics, staffing, and set-up of presentations for all overseas trade shows.
- Coordinated and managed arrangements for all travel related to international marketing and sales.
- Communicated and provided field support to overseas distributors in carrying out special sales promotions.

ESKER, INC. (Cont.)

Representative Projects / Accomplishments

1989 - 2000

INCENTIVE AND TEAM BUILDING PROJECTS

- As a member of the United Way Business Volunteer network, have heightened employee awareness of fund raising needs and regularly informed them of a wide variety of volunteer opportunities.
- Conceptualized and gained management support for a volunteer incentive program that credited one-half hour of vacation time for each hour of documented volunteer work up to the first 30.
- Led effort to establish an incentive program that, each month, gave cash awards to two outstanding employees selected by a management committee with a rotating membership balanced among departments.

INTERNATIONAL MARKETING PROJECTS

- Worked with the Netherlands' chamber of commerce organization to identify and secure a site for our first office in that country.
- Helped broaden our European base by spending a month in England, where I worked with local agents to locate, lease, furnish, and equip a site for British operations.
- Managed the company's first German and Spanish language translation projects including writing RFQs, setting up schedules, and contracting with translators.

ADDITIONAL EMPLOYMENT EXPERIENCE

UNIVERSITÀ BOCCONI MBA / INTERNATIONAL BUSINESS SCHOOL

Milan, Italy

Masters Degree Program Coordinator

January - December 1991

Responded to inquiries made by applicants from all over the world who wished to be one of the 40 graduate students admitted each year. Checked application materials for completeness and obtained needed additional information. Helped with housing and orientation to the university and surrounding community. Prepared teaching materials and performed various other tasks for professors. Contacted potential employers, explained the internship program, and gathered information for student and faculty use.

WESTWINDS GALLERY (Gift importer / exporter)

Madison, Wisconsin

Operations Manager

August 1987 - March 1989

Assisted with item selection / ordering. Managed merchandising, scheduled staff, and helped customers.

WISCONSIN DEPT. OF AGRICULTURE

Madison, Wisconsin

Intern < International Marketing Specialist (LTE)

January - August 1987

Did market research for campaigns designed to build overseas sales of Wisconsin veal and cranberries

PROFESSIONAL & SERVICE ACTIVITY

Greater Madison Chamber of Commerce: Currently serve as one of its ambassadors who actively recruit new members and represent it at public events.

Women in Business Council: Am involved in development of a pilot program designed to deliver intensive business development consulting services of UW-Extension to selected female entrepreneurs.

Legal Association for Women: Have been the editor of the newsletter since 1998.

International Trade Association: Served as its president for two years and edited the newsletter for six. Also arranged for meeting rooms and menus. Led work involved in staging three very successful regional trade shows that accommodated about 400 attendees and 75 exhibitors each. Dealt with every aspect of these events including publicity, registration, and space allocation.

EDUCATION

Masters in Business Administration Candidate, Edgewood College, Madison, Wisconsin

1998 - Present

COMPLETED COURSES: – Strategic Marketing & Marketing Management – Executive Communications – Ethics
 – Organizational Behavior, Theory, & Design – Statistics

CURRENT GPA: 3.9 / 4.0; 21 credits completed

Bachelor of Arts in International Relations and Italian, University of Wisconsin, Madison, Wisconsin

1987

References will be provided upon readers' request