

Margaret A. Romero

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Professional Profile

Seasoned professional with successful consulting, project management, organizational change, and marketing experience. Significant achievements in innovative new business development, strategic planning, alliance partnerships, relationship management and event management. Proven expertise with data gathering, analysis, and interpretation, corporate facilitation, process improvement, program management, and proposal and contract development. Reputation as an innovative and energetic self-starter with excellent leadership, organizational, communications, and teaming skills.

Professional Experience

Executive Consultant

- Led or influenced consulting engagements focused on improving Client and Supplier relationships and process improvements. Activities included Client/Supplier data gathering, compilation and analysis, creation of unique workshop content based on framework for “as-is” and “to-be” models by identifying and prioritizing improvement areas, facilitation of sessions to identify root causes, develop problem statements, discover alternative solutions, articulate action plans, monitor progress of action plan implementation to drive recommended changes, development and delivery of executive presentations
- Provided appropriate training and tools for clients’ personnel to better conduct effective team meetings and become self-sufficient in areas of continued improvement
- Developed subject matter expertise in the areas of governance, organizational relationship management, organizational trust, and leadership competence
- Performed as Trusted Advisor to Executive Level Management, operations personnel, and staff
- Served on numerous task forces focused on increased customer sat experience in multiple industry environments
- Created best practices guidance on effective governance and organizational relationship management – both inter and intra company.

Global Business Partner Manager

- Managed overall coordination and execution of Division participation for Worldwide Business Partner Executive Conferences. Duties included coordination of internal clients (exec and staff), external vendors and partners regarding logistics, marketing collateral, development of executive speeches, coordination of elective sessions and trade show area, Sponsor and Partner attendee processing and tracking, executive participation, and expense reconciliation. All projects on time and under budget with high sat ratings.
- Served as spokesperson for Division on Partner Initiatives with specific focus on incentives, communications, productivity and satisfaction levels
- Developed Partner Strategies for multiple Division projects designed to improve participation rates and satisfaction (30 % and 50% respectively).

Latin America Channels Manager

- Assisted Worldwide executive team in development of first Worldwide Channels White Paper; co-wrote Worldwide Harmony Strategy for Brands, Industries and Channels. This included the design of required management systems, tools, processes and measurements.
- Built channels organization in Latin America from the ground up to 30% + overall contribution
- Created and delivered unique channel education classes for Latin American executives, management and staff focused on growing Channel business in LA countries.
- Participated in crafting strategies and resolving client concerns involving utilization of International Business Partners in Latin America

Program Manager for Small & Medium Business and Business Partners

- Created and implemented company's 1st electronics channels for PCs, 1st Aftermarket Alliance, and 1st Services Business Partner, as well as innovative programs for Partners
 - Responsible for all aspects of program implementation from design to national roll-out. Included executive sponsorship of concept, initial business cases, staffing, documentation of required processes, guidelines for multi divisional approvals, advertising, budget, training development for management and staff, tracking and evaluation processes.
- Researched and created training materials for "Marketing to Entrepreneurs" and "Fast Growing SMB Businesses", coordinated T3s (Teach the Teachers) and roll-out of national programs
- Interfaced to and advised Area Executive Management to grow both SMB and Partner business. Results over the 2 year period was growth in those areas by 40%

Other Key Assignments

Baldrige Quality Award Examiner
Developed and led Transformational Leadership Programs
Multiple Marketing Programs and Sales positions
Math Teacher at the Junior and Senior High School levels

Education

Barry University, Bachelor of Science, Mathematics
IBM Certified Consultant - Business Strategy, Organizational Change Management

Other

Participant in Family Owned Major Appliance Franchise Dealership

Employment History

1973 – 1974 Immaculate Conception School; Hialeah FL; Math Teacher
1974 – 1977 Miami – Dade County Public Schools; Miami, FL; Jr. and Sr. HS Math Teacher
1977 – 2006 IBM (International Business Machines); Armonk, NY; positions as listed
2006 – 2012 Family Business and Civic Involvement (includes 3 years city budget meetings)

Relevant Skills

Business Acumen	Leadership / Relationship Management
Channels / Alliance Experience	Microsoft Excel, Power Point, and Word
Communications, Presentations	New Business Background
• verbal / written	Organizational Trust / Governance
• cross level / cross-function	Program Development
Contract Development	Project Management
Event Management	Sales / Marketing Experience
Global Perspective	Strategy Formulation

Relevant Characteristics

Assertive	Organized
Creative	Persevering
Deadline Sensitive	Professional demeanor
Detail oriented	Responsive
Flexible	Self-starter
Innovative	Team-Player
Logical	Thorough