

# Brenda Adelson

brenda.adelson@gmail.com | 480-353-9337 | 179 Grayville Road, Amston CT 06231

## Executive Summary

Global MBA  
Internationally Educated  
Strategy & Consulting Experience  
Marketing Expertise  
Creative Entrepreneur  
Ready to Relocate

## Experience

10+ yrs Professional Experience  
7 yrs Management Experience  
2 yrs Consulting Experience

## Areas of Expertise

Building Client Relationships  
Strategic Analysis  
Marketing & Communications  
Business Planning and Management

## Global Education

United States  
Czech Republic  
France  
Hungary  
Slovenia

## Global Work Experience

United States  
France  
Mali

## Industry Experience

Non-Profit  
Non-Governmental Organizations  
Management Consulting  
Marketing and Design

## Functional Experience

Consulting  
Marketing and Design  
Business Advisor  
Small Business Management

## Languages

English (native speaker)  
French (conversant)

## PROFESSIONAL EXPERIENCE

### Organizational Design & Development Associates: Associate

Functions: Consulting, Research, Project Management  
Industry: Management Consulting – Strategic Planning  
Hamden, CT  
4/2010 – 5/2012

#### Key Results

- Facilitated collaborative team tasked with writing long-range strategic plan for major regional museum. Corralled a dozen department heads to meet deadline and present final report to Board of Trustees.
- Conducted financial analysis for nonprofit professional association: identified strategy to release members' equity from operating cash needs and improved cash flow 100%.
- Conducted research and analysis and wrote business environment analysis for engineering and construction firm in the oil and gas industry: provided previously unrecognized strategic insight to business opportunities.

### Organizational Design & Development Associates: Marketing Director

Functions: Marketing and Communications  
Industry: Management Consulting – Strategic Planning  
Hamden, CT  
3/2010 – 5/2012

#### Key Results

- Developed 2010 marketing plan, with goal of establishing principals as thought leaders and increasing exposure beyond local Connecticut region. Initiated publicity campaign. Website traffic grew by more than 200%.
- Initiated social media marketing campaign; received superior response rates (click-through rates of 16% exceeded industry norm).
- Added multimedia and interactive features to website to increase value to visitors.

### Thunderbird School of Global Management: Finance Research Associate

Functions: Research, Analysis, Writing and Editing  
Industry: Graduate and Executive Business Education  
Glendale, AZ  
11/2009 – 1/2010

#### Key Results

- Co-authored business case with Professor Michael Moffett, Ph.D., "Nine Dragons Paper – 2009," published as part of the Thunderbird Case Series. Case is now taught in finance capstone course and corporate executive education programs.

### MBA Enterprise Corps: Business Adviser to the Global Sustainable Tourism Alliance/Dogon Country, Mali

Functions: Private Sector Development, SME Business Consulting  
Industry: International Development  
Washington, DC  
7/2008 – 9/2009

#### Key Results & Responsibilities

- Conducted one-on-one consulting with individuals and groups (women's cooperatives, tour guides, hotel owners) in local ecotourism industry to address specific marketing and management challenges.
- Built partnerships with Malian and US NGOs and private organizations.
- Created tools for micro and small business management to enable entrepreneurs in remote rural region to improve their business practices: women's textile cooperative, regional tour guide association, independent hotel owners.
- Provided guidance to local hotel owners to emphasize differentiation in marketing strategy.

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## Community Service

- Founding Board Member and Treasurer, Cristina Nardone Foundation (2010).
- Recipient, The President's Volunteer Service Award (2009).
- Volunteer, ThunderCares/Habitat for Humanity; Glendale, Arizona (2007-2008).
- Founding board member, Durango Film Society; Durango, Colorado (1998-1999).
- Co-founder, HotSpotDurango.com, an online community calendar (1998).
- Board member, Durango Society of Cultural and Performing Arts; Durango, Colorado (1997-1998).
- Volunteer, Habitat for Humanity; Durango, Colorado (1997-1999).

## More About Me

**Professional memberships:** Net Impact, National Association of Women MBAs, Toastmasters International.

**Conversant in French:** studied at L'Institut de Français, France, a month-long French language immersion program, Summer 2005, 2006 and 2007.

**Personal website:**  
<http://www.brendapie.org>

CT State Real Estate Salesperson license.

Excavator, Chez Pinaud archaeological excavation, Max Planck Institute, Jonzac, France, July 2006.

Active outdoorswoman, art aficionado and ukulele student.

 [linkedin.com/in/brendaadelson](https://www.linkedin.com/in/brendaadelson)

 [twitter.com/brendapie](https://twitter.com/brendapie)

- In collaboration with community stakeholders, planned local visitor center (opened September 2010).
- With program director, participated in design and delivery of hospitality training to local hotel owners: 110 participants in eight locations over two weeks.
- Introduced potential investors to opportunities in Dogon Country at regional and national tourism conferences. Wrote supporting business environment analysis, which entailed data collection from primary and secondary sources, analysis of survey data, and reporting baseline data to define tourism industry in the region.
- Developed partnerships with local NGOs and tour operators to create a travel philanthropy strategy channeling tourist donations to vetted local development projects.

## Novak Design Studio: Owner and Creative Director

Functions: Graphic Artist and Creative Director  
Industry: Graphic Design, Marketing, Advertising

Durango, CO  
9/1997 – 3/2003

## Key Results

- Designed corporate identity for Symmetricom, Inc., a \$390m telecommunications network synchronization firm.
- Redesigned Dove® website for Unilever Corp; directed programmers and junior designers. New design continuously in use by client for three years following launch.
- Initiated development of free online community calendar: contracted software development, designed interface and partnered with community organizations.

## EDUCATION

### Thunderbird School of Global Management MBA, Global Management

Focus: International Development

Glendale, AZ  
May 2008

- **Honors:** Incoming Student Merit Scholarship, US Steel Scholarship, Leadership EDGE (leadership development program).
- **Teaching Assistant:** Global Leadership teaching assistant, Summer and Fall semesters 2007.
- **Overseas Study:** Czech Republic, Hungary and Slovenia, Summer and Fall 2007.

### University of Utah BS, Anthropology

Focus: Biological Anthropology

Salt Lake City, UT  
May 2006

- **Graduated with honors**

## PUBLICATIONS

- "Crucible of Ice: Leadership and Survival on Mt Elbrus." Prepared for use in Abundance Leadership training program, Organizational Design & Development Associates, January 2012.
- "Mini-Case: Nine Dragons Paper." Co-authored with Michael Moffett, PhD. *International Business*, 8<sup>th</sup> edition. Wiley Publishing, 2011.
- "Nine Dragons Paper – 2009." Co-authored with Michael Moffett, PhD. *Thunderbird Case Series*, Thunderbird School of Global Management, 2010.