

Bonnie Harris

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Bonnie Harris has a unique combination of creative, communications, project management, and operations management expertise. Her experience provides a key understanding of the intersection of media and technology that has become the cornerstone of her most recent work designing and implementing successful integrated marketing strategies for companies across a range of industries.

Career Highlights

- » Currently designs integrated marketing communications strategies for organizations using technology and new media as the foundation for success.
- » Adjunct professor in IMC graduate program for West Virginia University.
- » Created marketing and public relations strategies for two healthcare technology firms, building a national brand presence from the ground up for both companies.
- » Experienced at crisis and brand communications for organizations and their leaders, providing counsel that spans from Wall Street impacts to social media.
- » Experienced at building and maintaining key relationships at the “C” level in Fortune 500 corporations.
- » History of building multi-million dollar businesses from the ground up, including a technology consulting division that grew from two billable consultants to over \$25 million in annual revenues in less than five years.
- » Broad understanding of corporate operations, from sales and marketing to financial forecasting and management.
- » Adept at building and maintaining key partnerships and alliances to help support consulting services growth.
- » Managed a \$100 million territory to within 2% of forecasted revenues and net profits for seven consecutive quarters.
- » Gained valuable understanding of business climates and formed key business contacts in multiple geographical regions and cities including the Bay Area, Denver, Pacific Northwest, Texas, and the Midwest.

Education

M.S. Integrated Marketing Communications, P.I. Reed School of Journalism, West Virginia University
B.S. Economics, University of Minnesota

Work Experience

November 2002 – Present

Principal, Wax Marketing

Currently works with an array of clients advising them on the use of integrated communications to achieve significant branding, marketing and public relations results for clients primarily based in the technology services, healthcare, and financial services industries. Designs and implements integrated marketing strategies for businesses and consumer brands that include a wide range of tactics from national marketing and public relations campaigns, to blogger outreach and social media engagements aimed at invigorating or repairing a client's digital footprint.

1991 – 2001

Vice President, Renaissance Worldwide

Held a series of progressively responsible positions for a publicly held technology firm. She led sales, marketing and merger initiatives for acquired and existing branches across the Midwest and Western regions, and planned strategy and monitored operations for a territory that generated more than \$100 million per year. Was responsible for nine profit centers employing more than 1000 technologists across five states and consistently delivered both gross revenue and net profit within 1% of plan. In this role, she created and maintained "C" level relationships within major corporations including Wells Fargo, HP, Cargill, US Bank, Sprint, AT&T, eBay and Amazon.

As Branch Manager, led a start-up enterprise that grew to a \$25 million operation with five years and was subsequently acquired by Renaissance Worldwide. Worked on a special corporate team that assisted with mergers and acquisitions over the next five years, gaining experience in nearly every state of the country while honing her management skills.

1989-1991

Account Executive, Keane, Inc.

Held the position of account manager for Fortune 500 corporations including Cargill, US Bank and Wells Fargo selling technology services for a publicly held Boston-based firm. Responsible for developing and maintaining relationships at the "C" level to grow sustainable revenue and consistently ranked #1 nationally in revenue and profits among her peers.

References:

Available upon request.