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Senior Level Executive

Summary

Thank you for taking the time to view this online portfolio highlighting my successes as a Senior Level Executive with extensive operations, financial and marketing experience.

Dynamic, entrepreneurial leader with extensive experience leveraging marketplace trends to design, implement and measure integrated strategic plans. Executed within a variety of industries, product lines and service providers, throughout numerous global markets with rapid-growth organizations. Shaped brand identities and managed brand image via strong project management skills and providing necessary tactical execution. Created and managed brand and product reputations online via a variety of digital channels including social media and video marketing.

Key Accomplishments:

- Developed and executed strategic marketing and business planning for twelve small to mid-sized businesses.
- Launched and subsequently grew an internationally well-known product line, in the United States.
- Simultaneously executed successful direct response, video, email, online, print and event marketing campaigns.
- Planned and administered multi-million dollar marketing budgets.
- Directed nine concurrent tactical marketing plans with strong detail, problem-solving skills, and follow through.
- Recruited, motivated, and built cohesive three marketing department teams through flexible management style.

MBA, Colorado State University

Work experience

2014 - Present

Senior Executive | Leading Strategic and Operational Initiatives

Business Consultant

Recent Success:

Served as the trusted transaction advisor, facilitating the sale of three government contracting organizations from inception, to final merger, and into post-transaction transition. Ultimately responsible for every aspect of the transactions from pre-market to post-operations deliverables. Identified areas of concern when reviewing due diligence requests and worked with appropriate departments to ensure the accuracy of data provided. Prepared financial statements, budgets, cash flow analysis and numerous ad hoc reports, including sensitivity analysis, for the acquisition team.

Fostered productive relationships with diverse external team of attorneys, CPAs, ERISA and DOL experts, investment and financial bankers, and teaming partners to ensure all questions and concerns were addressed during due diligence.

During the two-year process, participated in a variety of other projects including contract administration, establishment of new holding company 401k and employee benefit plans, and set growth strategies for ten subsidiaries.

2014 - 2015

Operations and Management Consultant | Director

Blue Ocean Enterprises

Operations Oversight: Accountable for operations, across large geographically diverse locations, covering 26 properties and spanning 640,000+ sq.ft. Concurrently handled a multitude of tasks such as accounting, financial reporting, marketing, physical asset protection, client relationship development, and analyzing market trends.

Operations Management:

- Developed and managed systemic processes as it relates to day-to-day operations including time collection, invoicing, accounts receivable, purchasing, fixed assets, and work order management system.
- Prepared, analyzed and maintained budgets and cash flow projections for multiple properties and entities.
- Implemented strategic initiatives to help improve operational processes and support the

organizational culture through optimizing technology and fostering an environment of innovation and adaptability.

- Responsible for communicating meticulous and timely service oriented financial reporting with stakeholders, including monthly financial statements and quarterly reporting.
- Strived to achieve operational excellence in all facets of the department and provided outstanding customer service to all stakeholders and customers.
- Reconciled systems, capturing lost revenue opportunities. Implemented processes to ensure future revenues were properly recognized.
- Ensured teams were performing optimally, while enhancing culture and employee morale.
- Created cross-functional and inter-departmental relationships, providing high touch internal customer service.

"If you're going to inspire people, have a company that really makes a difference in people's lives."

- Curt Richardson, Co-Founder and Chairman

2005 - 2014

Senior Vice President

KIRA

Senior Vice President/Director of Operations (2008-2014)

Director of Marketing (2006-2008)

Manager of Special Projects (2005)

Recruited by growing business and repeatedly selected to build systems from the ground up, including marketing strategy, HR policies, accounting practices and controls, contract management processes. Tasked with ultimately restructuring project site operations/contracts to increase revenue, profitability, and service levels.

Oversight Snapshot: \$500 million in federal/government contracts, \$93 million operational budget, 900+ employees including joint ventures and overseas contracts; 15 direct reports within business office

Operations Management:

Initiated design of operational policies including corporate operating procedures, partnering with legal counsel as needed to mitigate risk and comply with state and federal regulations.

- Turned around poorly estimated, inefficient projects, bringing all contracts to sustainable state of profitability.
- Increased productivity more than 22% by implementing field technician scheduling and other operational efficiencies.
- Brought EMR down from 1.14 to .73 over 3-year period, partnering with worker's compensation carrier to reduce rate calculation factor with construction and maintenance trades on payroll.
- Realized \$150,000 in annual savings and eliminated back payments and fees from the department of labor and unemployment disputes by bringing HR and payroll functions in house.

Expert level training and experience with all Microsoft Office and Adobe Creative Suite programs
Salesforce, Microsoft GP, Maximo CMMS, epipeline, Deltek GovWin, Deltek CostPoint, and Onvia

2001 - 2005

Director of Marketing

Legendary Properties

Bolstered launch of luxury real estate office selling homes averaging \$2.5 million. Directed PR efforts, created and executed strategic marketing plans, coordinated strategy and staff for trade shows/conferences, and developed copy and layout for ads and high-end home brochures. Flourished in marketing a product that everyone wants, yet few can afford.

Oversight snapshot: Multi-million-dollar marketing budget, developed competent and astute marketing team, ensured all product specific marketing materials exhibited the customer's needs and voice.

Marketing Strategy & Leadership:

- Increased gross annual revenue from \$16 million to nearly \$130 million in 3 years, by developing and implementing comprehensive strategic marketing plans.
- Managed multi-million dollar advertising budget, including international campaigns in Canada and Europe.
- Identified and successfully launched into new market, resulting in un-paralleled growth and market penetration.

- Led execution of new organization, recruitment of forty agents and support staff, and all resulting performance management measures. Despite challenging economic environment, office was profitable within six months.
- Bolstered launch of independent luxury home business, establishing Colorado office and directing operations across 3 states.

1999 - 2001

Marketing Director

HD Telecom & RealGo

HD TELECOM

Launched an internationally well-known product line, in the United States. Collaborated with R&D to modify products for U.S. market. Subsequently grew product distribution coast-to-coast in the largest OEMs and distributors including Ideal Industries and Grainger. Ultimately removed two products within the line that did not align with brand.

- Re-branded product line, including each of the six product offerings, to meet US customer needs and expectations.
- Launched national advertising campaign, leading to new relationships with channel partners.
- Managed every aspect of the product line including sales, marketing, distribution, import and export.
- Implemented strategic marketing plan introducing the product line within the Caribbean islands and throughout Latin America. Boosted market share within Europe.
- Identified, budgeted, planned, and staffed domestic and international trade shows.

REALGO, INC.

Simultaneously launched Colorado's first online Multiple Listing Service, essentially one of the first SaaS platforms in Colorado. Worked closely with R&D to ensure the customer's voice and needs were integrated into the end product.

- Launched profitable software as a service platform, one of the first in Colorado and the first online MLS in Colorado.
- Developed and delivered insightful presentations for a technology that was truly revolutionary for the industry.
- Identified new audiences and segments for the product, leading to three new vertical markets.

Marketing Successes



Luxury Product Marketing



Transformed Corporate Iden...



International Product Marke...



RealGo - Successful SaaS La...

Aug 2011 - May 2013

Master of Business Administration

[Colorado State University](#)

Colorado State University's highly regarded Master of Business Administration program prepares executives for Chief level business leadership, focusing on innovative business practices, globalization, entrepreneurship and social responsibility. Situational leadership combined with hands on scenarios, emphasized the following learning outcomes:

- Developed full-spectrum knowledge in accountancy, finance, management, marketing, operations, and legal and economic environments;
- Managed the role of information systems and technology, quantitative methods, analytical techniques and model building;
- Identified and solved business problems and communicated solutions through collaboration and application of strategic management;
- Implemented a sustainable global business environment while addressing the demands of international cooperation and competition; and
- Refined and promoted business leadership potential while applying ethical business practices.

KIRA Marketing Campaigns



Poster



Tradeshow Advertisement



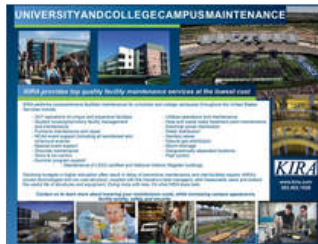
Corporate Branding



LinkedIn Profile Branding



Corporate Branding



Industry Specific Brochure



National Ad Campaign



National Ad Campaign

Legendary Properties Marketing



Luxury Broker Open Houses



Homes of Grandeur - Maison...



2307 Magnolia



Niwot Meadow Farm



Caribou Springs Ranch



Performance Mailer



Legendary Properties



8243 Cattail Drive

HD Telecom



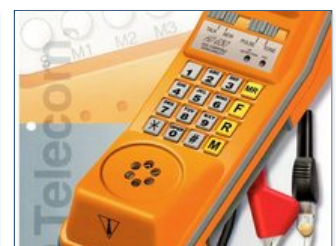
HD Telecom International M...



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Portfolio

As a member of Animal House's Board of Directors, I am fortunate to put my marketing experience to work for the greater good. Last summer I envisioned and designed a new set of marketing materials for the organization. This was certainly a team effort, but the graphic design - that was all me. And Photoshop. And cute pups.



Community Outreach and Volunteer



Animal House Comedy Nite



Larimer Humane Society Fir...



Fort Collins Furry Friends