

# Dawn Simpson

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## Profiles & Portfolios

<http://www.linkedin.com/in/dawnsimpsongr/>

[www.vizify.com/dawn-simpson](http://www.vizify.com/dawn-simpson)

<http://www.slideshare.net/millersimpson1>

[Beyond.com/DawnSimpson-MI](http://Beyond.com/DawnSimpson-MI)

## Summary

- Marketing and Business Development executive with more than 2 decades of experience with blending technology and business transformation strategies to generate revenue and profit growth.
- Develops collaborative relationships, passionate about building organizational capabilities, with an ability to see implications from a unique perspective and turn them into opportunities to meet challenging corporate objectives.
- Adept in leading high-performance and dedicated teams to meet and exceed their professional objectives.
- Proven creative talent with demonstrated strength in producing effective communications, presentations, events, and promotional collateral to drive B2B engagement and growth.
- Deep understanding of technologies, data analytics, and operational maturity modeling. Proven expertise in creating value for clients by leveraging strategic technology for business advancement.
- Track record of leading domestic and global teams, managing business partners and directing continuous improvements to elevate market position.

## Career Highlights:

- Creates engaging user experience events – grew Solutions Expo from 5 vendors and 60 attendees to 36 vendors and over 300 attendees.
- Built successful marketing campaigns using both traditional and digital strategies (tra-digital) to drive activity, producing over 200 leads plus attendance to create sales funnel for prospecting .
- Launched social media marketing including Facebook, Flickr, LinkedIn, YouTube, Foursquare and Pinterest to leverage Trivalent’s digital persona, grew likes to over 265 plus 138 on satellite page (CompassionIT).
- Recognized for Disaster Recovery expertise at Infor TUG2 Conference, CFMA, IMA Grand Rapids and other organizations.
- Designed and implemented four websites on two different platforms.
- Developed five practices that revolutionized go to market capabilities – Help Desk, MAPS Assessment, GPS Assessment, CompassionIT, Business Continuity Management.
- Hired as the first Virtual CIO (vCIO) providing strategic alignment and technology planning services to clients in Behavioral Health, Business Services, Manufacturing, Transportation and more.
- Automated the process for requesting marketing materials and assistance along with lead tracking processes through Connectwise® PSA Software.

## Experience

### VP of Market Development

#### Trivalent Group

October 2004 - Present (9 years 1 months) • Grand Rapids, Michigan

- Developed the Trivalent go to market Brand strategy “YOUiverse”, created all brand marks, product names and collateral materials.
- Increased lead generation efforts and overall thought leadership position through event marketing, email & digital marketing, print media and commercial advertising efforts – used 100% bartered or vendor backed funding with no out of budget costs.
- Captured more than \$160,000 in vendor funding resulting in over 500 leads annually.
- Improved attendance metrics by reducing attrition from 30% to 20% and maintaining consistent high quality ratings.
- Organize and Manage statewide Technology Expo with 36 vendors and over 300 attendees, growing the event since 2006 from 5 vendors and 60 attendees.
- Authored and built a repository containing over 200 brand collateral pieces, templates, presentations, campaigns, advertising materials and scripts, television and radio spots, and other positioning materials.
- Leads strategic planning efforts for both marketing and new solution development – launched 5 new product solutions in 2013.
- Maintains Certified Business Continuity Planner (CBCP) credentials and leads Business Continuity planning efforts and consulting for clients as well as the internal planning effort.
- Increased overall brand awareness in multiple markets and improved market position helping the organization to be recognized for: 101 Best and Brightest Companies West Michigan 4 consecutive years, Economic Bright Spots 5 years, MSP Mentor Global 100 3 years and CRN Magazine’s top 500 - among other awards.

### Special Project – EMR/EPM Implementation

#### Cherry Street Health Services/Proaction Behavioral Health

Part of team that integrated Cherry Street and Proaction into a single health home, then developed the plans and strategies to migrate Proaction from Avatar EMR to NextGen.

- Created tools and collected data for business needs analysis, identifying current state and future state clinical processes in eight facilities.
- Developed training and communication plans and materials, also served as a trainer/educator.
- Determined and configured the security access to the EMR/EPM system, and just prior to go-live oversaw the integrated software testing.
- Developed workflow and created customization to meet EPM needs of unique non-traditional practices such as Employee Assistance Center and Federal/State Board of Prison rehabilitation facilities.

### Sr. Product Manager/Global Program Manager

#### The CyberNET Group

August 2002 - September 2004 (2 years 1 months) • Grand Rapids, MI

Primary responsibilities for defining and advancing the Storage Services for international firm, with a secondary focus on Program Management pertaining to storage implementations – domestically and worldwide.

- Maintain and advance domain knowledge of storage networking and interrelated infrastructure technologies recommend, justify and launch approved solutions.

- Support business development team globally through technical knowledge and pre-sales skills.
- Conduct market research and intel gathering, SWOT analysis, and develop strategic plans to maximize profitability.
- Create marketing materials, training materials, business plans, territory/client plans, project plans, proposals and other documents as needed to support the sales effort and advance opportunities.
- Wrote Statements of Work and executed plans utilizing PMI processes for two global opportunities to ensure client satisfaction.
- Negotiated managed services contracts with 100% success.

### Sales Account Manager/Project Manager

#### Trivalent

October 2001 - August 2002 (10 months) • Grandville, MI

- Sales of computer hardware, software and networking technologies. Market ISP, ASP and systems engineering services in addition to above.
- Manage portfolio of accounts in excess of \$1 million dollars in revenue.
- Managed client projects exceeding \$450,000.

### Training/Operations Manager

#### Productivity Point International

January 1999 - September 2001 (2 years 8 months) • Grand Rapids, MI

- Full branch responsibility for a multimillion dollar technology training and services company. Management of 17 staffers.
- Prepare business plans, sales budgets, forecasting and branch budgets. Fiscal responsibility for entire branch including: NOI metrics, P&L and ISTD reconciliation, vendor selection, pricing negotiation and relations - maintained a 6% NOI.
- Sales and support of technology services and solutions to include: training, project management, performance solutions, e-learning, consulting, application development, etc.
- Customer support, problem resolution, marketing/ mailing campaigns, contract negotiations, pricing approval and SOWs.
- Hire, recruit, train, manage, review, and coach all branch employees.
- Responsible for creation and submittal of precision public scheduling.

### Education

<a href="#">Western Michigan University</a>	<a href="#">Certifications:</a>
Bachelor's Degree	<b>ITIL Foundation</b>
Business Communications, Social Psychology, Secondary Education	<b>Certified Business Continuity Planner (CBCP)</b> Disaster Recovery Institute International

## Skills, Awards, Memberships, Interests

Skills	Professional Memberships/Awards	Interests
Project Management, Program Management	WMAHA - Board member	Family
Product Management	DRII	Horses, horse training, and showing
Organization Consulting, Business Analysis, Operations	CEO/COO Roundtable	Cooking (vegan, Gluten Free, Dairy Free)
Information Technology	Arabian Horse Association	Reading
Business Organizational Skills, Workflow Analysis, Governance	United States Equestrian Federation	Camping, hiking, biking
Sales, Business Development, Lead Generation, Contract Negotiation	Employee of the Month June 2013	Environmental Stewardship
Marketing, Market Analysis, Market Research	Employee of the Month June 2012	Infographics
Healthcare, Electronic Health Records, Electronic Practice Management, Behavioral Health, Non-Profit	Employee of the Month June 2011	Statistics, Human Behavior, Buyer Personnas
Management, Leadership, Mentoring, Coaching, Training, Educational Development	IMA Speaker - Cloud Computing	Health and Fitness
SEO - search engine optimization, Web Content Writing, Web Design, Statistical Analysis	CFMA Speaker - When Disaster Strikes, Reputational Risk Analysis	
Presentations, Public Speaking	Infor TUG2U Conference Speaker - Managing in a Disaster	
Digital Marketing, Social Media, Display Networks, Multi-Channel Marketing	Leadership/Technical Columnist - MLIVE	
Writing, Diagramming including Visio, technical writing, documentation standards	Kentuckiana Contingency Planners Speaker – Project Management for Contingency Planners	