

ANN REED BURDEN

P. O. Box 71743 • Marietta, GA 30007

Phone (770) 587-1958

Email: arburden@bellsouth.net

SUMMARY

Energetic, results-oriented certified project manager – marketing – with extensive experience in sales support and training for a Fortune 100 company. Team player in time sensitive and resource constrained environments. Consistently exceeded or achieved performance objectives. Industry experience in distribution, healthcare, hospitality, manufacturing, retail and wholesale. Significant expertise in:

- Marketing communications and programs
- Event and trade show management
- Technical training
- Call center operations
- Vendor negotiations
- Customer service

ACCOMPLISHMENTS

Marketing/Events

- Successfully launched three new B2B catalog ventures on time and within budget. These catalogs exceeded revenue and lead objectives by 90%. Received an IBM Bravo award and Honorable Mention Award for Catalog design and layout from Catalog Tech group.
- Directed the strategy and implementation of an innovative content management system for catalogs and sales deliverables that saved 50% of the catalog budget. Received a Bravo Award.
- Designed, implemented and ensured standards for the Gold Service program, a customized tele-web ordering program, for select large enterprise customers. Increased revenues from \$50 Million to \$250 Million the first year, and \$900 Million the following year. Received the company's prestigious Customer Champion Award.
- Launched 38 campaigns for software and networking products that achieved a \$750 Million revenue objective and a 90% customer satisfaction rate.
- Created, developed and implemented sales incentive programs and marketing brochures for 90 field sales reps which significantly enhanced their ability to deliver \$100 Million in education sales.
- Developed and implemented a unique process for business partners to order product enhancements that reduced ordering time from 14 to two days. Received a Vice-President's Award.
- Reduced a divisional trade show budget by \$250K and simultaneously expanded the program to include participation at an additional four major shows which were instrumental in generating qualified leads and future business.
- Served as co-leader of an annual worldwide direct marketing conference that had 43 breakout sessions, 114 speakers, 2,500 attendees, and a satisfaction rating of 90%, the highest rating to date. Received an IBM Director's Award.
- Planned and managed the annual marketing conference for the education sales force. The conference's attendance rate grew by 200% each year and the satisfaction rate averaged 92% over a three-year period. Received three Vice-President's awards.

Training

- Served as Team Leader for two course development projects for technical software education classes. Classes were lecture/lab courses of 28 and 21 days in length.
- Handled managerial responsibilities for worldwide employees and temporary instructors who were attending education classes in Atlanta. Duties included performance evaluation and counseling.
- Presented more than 25 briefings for executives and directors from hospitals and medical centers across the USA and Canada. Received an IBM Director's Award.

- Presented and demonstrated company products in the medical records field on two occasions at the national meeting of COMMON, a prominent users group.
- Managed and taught sessions for managers on direct marketing tools and manager-only access databases.
- Developed and taught:
 - More than 75 sessions for Sales Center reps on marketing and catalog campaigns which enhanced sales rep effectiveness Received an IBM Means Service Award
 - Four custom classes for business partner sales reps and technical support personnel around a 17 state area that substantially increased new product understanding Received an IBM Systems Engineering Symposium Award, given to only 12 employees annually
 - Eight technical training classes to Beta customers in the southeastern USA
 - 31 tele-education sessions on the benefits and results of funding direct marketing campaigns and specifically new catalogs ventures that provided additional funding for catalog production.

PROFESSIONAL EXPERIENCE

SPHERION CORPORATION	2003 – 2004
<i>IBM Business Partner Support</i>	
INTERNATIONAL BUSINESS MACHINES CORPORATION (IBM)	1977 – 2003
<i>Catalog Specialist, IBM Americas Integrated Marketing Communications</i>	1999 - 2003
<i>Project Manager, Brand Operations, IBM Direct Marketing</i>	1997 - 1999
<i>Gold Service Project Manager, IBM Gold Service</i>	1995 - 1997
<i>Project Leader, IBM Direct</i>	1994 - 1995
<i>Marketing Programs Manager, IBM Education</i>	1991 - 1994
<i>Marketing Programs Administrator, IBM Health Industry Marketing</i>	1990 - 1991
<i>Advisory Area Systems Engineer, IBM Marketing & Support</i>	1987 - 1990
<i>Marketing Support Representative, IBM National Distribution Division</i>	1985 - 1987
<i>Course Development Manager, IBM General Systems Division</i>	1982 - 1985
<i>System Software Specialist, IBM General Systems Division</i>	1977 - 1982

EDUCATION

Kennesaw State University - Certified Internet Professional
 George Washington University - Project Management Masters Certification
 Oglethorpe University - Certificate of Management Development
 Monroe College - Rochester, NY - MIS

PROFESSIONAL DEVELOPMENT

Atlanta's Marketing Professional Community (AMPC), Founding Member
 The Direct Marketing Association (DMA)