



LAURA ROSE

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CAREER SUMMARY

Highly driven with strong consultative and advisory skills. Excels at client issues and quality processes to improve business effectiveness, increase profitability and maximize the use of technology. Coach teams on innovative and reasonable quality standards that influenced revenue, reduced time to market and increased customer satisfaction. Proven ability in problem solving, program management, client case resolution and process improvement. Consistently exceeds goals in a fast paced and constantly changing environment. Drawn to new challenges to expand knowledge and experiences. Leader in innovative thinking as illustrated by extensive authorship and patent accomplishments.

EXPERIENCE

JW PROPERTIES, Raleigh, NC

2018 - Current

DOMTAR PERSONAL CARE, Global

2017 - Current

RPM MEDIA, Raleigh, NC

2018 – 2020

HEART+HAMMER, Raleigh and Wilmington, NC

2016 – 2018

Business Process & Special Projects Manager

- Work on initiatives that fall between the different department's border to make things run smoother
- Create effective systems that saves the company both time and money
- Designed, distributed and deployed training materials to new employees regarding company tools and procedures
- Handle brand monitoring for our clients so that we can better manage our client's brand reputation
- Conduct marketing analysis and analytical skills for our clients so that we can increase our client's market shares
- Conduct marketing research and analysis so that we can increase market shares
- Researched external industry environments, demographics and marketing trends and developed marketing strategies based on results.
- Business Process Management duties included analysis of tools for staff utilization, billable hour tracking issue identification, cost benefit analysis and business case development
- Deployed and Trained staff and new hires on business processes and tools.
- Project Managed all client contracts to ensure objects and deadlines are met with the desired results
- Initiated Quarterly Business Review Meeting with all clients to assure client goals and satisfaction
- Content Managed all digital marketing and social media post campaigns for all SEO contracted clients

ROSE COACHING, Global

2010 – present

Owner & Business Process Coach

- Compose practical and pragmatic tools to assist programs and teams to stay on-target to their desires and goals.
- Designed eBooks, videos, and on-line training courses regarding business processes and techniques
- Provided tools, processes and concepts to corporate clients to increase revenue and reduce nonbillable expenses.
- Authored the book TimePeace: Making peace with time

Customer Advocate & Program Manager

- Devised, implemented and program managed an “Iterative Testing” process which was adopted by many IBM internal organizations as their agile testing process.
- Established and sustained two parallel Design Partner Programs (DPP) for several IBM product groups. The DPP was so successful that it expanded across the entire global software division of IBM
- Championed and program managed early customer involvement programs for the entire Rational Software Quality organization.
 - Initiated, designed, coordinated and lead the bi-annual Voice of the Client Events for the entire Rational Software Brand. Initiated the event from my program management experience of the Design Partner Program. The first event had well over 360 users. This bi-annual Voice event (although the name has changed to Innovate), still continues at IBM today.

OTHER EMPLOYMENT

- Rational Software Corporation, Raleigh, NC
- Performance Awareness, Raleigh NC
- Tekelec Communications, Raleigh, NC
- Communication Technology Corporation, Dallas, TX

AWARDS, MEMBERSHIPS

- IBM Bravo/Voice of the Client Event, 4-time recipients.
- CTC’s Quality Leader and Excellence awards, 3-time recipient, for outstanding client troubleshooting results.
- Women Business Owners Network.
- American Society for Quality.
- Triangle Quality Council.
- Triangle information Systems Quality Association.

PUBLICATIONS AND PATENTS

- Published and presented several project and process articles for the internet, conferences and magazines. Full list of articles available upon request.
- Hold several patents on automating test and quality processes. Full list patents available upon request.

EDUCATION

BS, Computer Engineering/Electrical Engineering, University of Florida, Tampa, FL

COMMUNITY SERVICE

Career Coaching and Resume Writing at [Dress For Success](#)

Mentor middle school students through [MentorPlace](#)

Coach high school students in preparation for college through [Icouldbe](#)