

# MICHELLE PARKER

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## **EDUCATION**

MBA, Wright State University, Dayton, OH. Graduate Student of the Year Award (Marketing). 1988

Bachelor of Science, Finance, Wright State University, Dayton, OH. Magna Cum Laude. 1983

## **TEACHING, MENTORING & EDUCATION EXPERIENCE:**

Disciplined, experienced professional committed to excellence and continuous improvement helping individuals and organizations improve performance through life-long learning. Instructional/training expertise is supplemented by broad practical business experience in marketing, management, finance, and entrepreneurship across multiple industries.

### **University of Dayton, School of Business, Lecturer**

**2015 - Present**

*School of Business, Management/Marketing Dept., University of Dayton (UD)*

- Teach management and marketing courses including the senior capstone strategic management course incorporating interactive business simulation program and utilizing a variety of engaging activities, on-line tools, and other approaches to optimize student engagement and retention. Designed small business teams, individual research, and dynamic business simulations to create an engaged learning environment and facilitate student learning. By-name requested to teach in the Fiore Talarico Center for Professional Selling. Courses taught from Fall 2015 through Spring 2017 include:
  - MGT 490, Managing the Enterprise (capstone course for SBA seniors)
  - MGT 318, New Venture Creation
  - MGT 320, New Venture Creation
  - BIZ 102, Introduction to Business
- Coached Entrepreneurship students one-on-one to prepare a product concept, feasibility analysis, and elevator pitch for the UD business plan competition. Four of ten students were selected in the top ten and recognized with a monetary reward. Personally requested by students to serve as an advisor to the Professional Entrepreneurship fraternity, Epsilon Nu Tau.

### **Adjunct Teaching Professor/Guest Lecturer**

*School of Business, Wright State University*

- Planned, prepared, and delivered lectures and interactive class activities for upper-level marketing students. Developed curriculum. Advised and mentored students. Wrote tests and graded exams, papers, and projects.
- Provided one-on-one tutoring in college-level classes including marketing management, economics, finance, statistics, mathematics, personal finance, and database design.
- Teaching Assistant in Management Information Systems assisting with lesson planning, discussion sessions, tutoring, exams, grading, and monitoring student progress; class sizes ranged from 30 to 200.

### **Corporate Training & Facilitator**

*Marketing Impressions Consulting & Research, LLC*

- Plan, design, and present business training modules for all staff levels for corporate and Government clients using interactive learning techniques and simulations to engage and challenge students to grow. Topics include relationship marketing, branding, business development and sales, voice of the customer, quality management, communications, event marketing, teamwork, and project management.
- Proficient in course planning, research and analysis, organizing and scheduling classes and speakers, authoring handbooks, designing and writing instructional materials and interactive exercises, teaching/presenting to small and large audiences using a variety of teaching strategies, tracking progress, and conducting course assessments.
- Facilitate and lead corporate strategy session off-sites, business meetings, and retreats.
- Author training manuals, handbooks, and reports based on rigorous research for diverse users including banks and credit unions, the U.S. Air Force, high performance computing centers, and not-for-profit organizations.

## Michelle S. Parker

- Developed integrated program to train, measure, and track service quality for the financial services and retailing industries. Program was recognized with an international Finance/Marketing Golden Mirror Award. Trained mystery shoppers on voice of the customer research and quality service. Provided opportunities to college students to serve as Mystery Shoppers and provide business support, including data entry and client relations. Developed and trained clients on automated financial management systems.
- Discussion leader for adult Sunday school classes, book studies, and retreats. Served as Education Director for church and co-leader of youth confirmation program.

### **PROFESSIONAL EXPERIENCE**

#### **Marketing Impressions Consulting & Research, LLC**

**1991-Present**

*President/Owner and Consultant*

Educator and consultant providing corporate training modules; marketing consulting, research, and analysis; financial management; strategic planning; and business development. Work with a variety of industries including financial services, high performance computing/information technology, federal Government, and non-profits.

#### **BUSINESS AREAS**

##### **Strategic Marketing & Communications:**

- Develop, execute, and manage strategic marketing and communication plans and projects to penetrate and strengthen new and existing markets. Develop and deliver formal sales and marketing presentations to corporate management groups and professional associations. Plan and manage conferences and events.
- Evaluate, plan, and manage branding strategies, evaluate chain of experience, write value-message content for print and digital media, conduct target market and competitive analysis, analyze positioning strategies and competitive advantage, design marketing collateral, and business development.

##### **Research, Planning & Analysis:**

- Plan, design, execute, and manage business research, consulting, and survey projects including business and market research, customer expectation and satisfaction surveys, award-winning mystery shopping program, comment cards, and employee surveys.
- Research and analyze voice of the customer and the impact of service delivery on business results. Perform requirements analysis, questionnaire development, interviewing, data research, statistical analysis, report writing, and presentation of results. Program recognized with an international award.
- Analyze customer points-of-contacts to enhance customer relations and establish quantitative performance standards and metrics to motivate and create staff accountability.
- Work with senior management including CEOs, presidents, and directors of multi-million dollar organizations leading organizational off sites, SWOT analysis, and business improvement projects.
- Plan and facilitate strategic planning sessions with senior management achieving consensus on business direction, marketing, operations, and human resources strategies.
- Conduct business assessments and SWOT analysis. Develop metrics and implement balanced scorecard initiatives. Develop roadmaps and plans for marketing, process improvements, and organizational development.

##### **Organizational Development & Entrepreneurship:**

- Established and managed marketing research and consulting firm from ground zero with an award-winning management tool which successfully resulted in a program sale to a financial services consulting firm. Improved performance levels, employee motivation, customer satisfaction and loyalty, and profitability.
- Created, developed, and managed an integrated service quality management training and measurement tools for the financial services and retailing industries. Developed and tracked metrics, conducted trend analysis, and forecasting.
- Created all forms, marketing and sales materials, turnkey automated service quality database, training, incentive systems, and project management processes. Developed relational databases including Service Shopper Feedback System database, cost analysis databases, and financial management databases.

## **Michelle S. Parker**

### **Cost Estimating, Research, & Financial Management**

- Design and implement financial management processes and automated tools to ensure accurate and timely execution of federal budgets and funding.
- Conduct budget formulation and execution, forecasting, trend and variance analysis; cost research, estimating and analysis; and trend analysis. Prepare economic analyses and business case analyses to support program decisions.

### **Wright State University**

**1987/1992/2006**

#### ***Adjunct Teaching Professor/Guest Lecturer/Graduate Teaching Assistant***

Lectured upper-level marketing courses. As a Teaching Assistant to professors in Management Information Systems, taught hands-on and classroom basic computer programming.

### **Management Consulting and Research (MCR), LLC**

**1987-1992**

#### ***Senior Associate & Management***

Successfully managed and developed cost estimating, research, and financial management projects within cost and schedule resulting in follow-on work from federal Government clients. Responsibilities included senior project management for high-dollar projects with full cost and schedule responsibility; cost research, estimating and analysis; economic/business case analysis; budget development, execution, and financial analysis; contract reconciliation analysis; technical writing and formal presentations; development of automated cost and financial models and handbooks; research studies; client liaison and relationship management; business development, and training.

### **Aeronautical Systems Division. Wright-Patterson Air Force Base**

**1984-1987**

#### ***Financial Manager/Cost Analyst***

Conducted a variety of cost analyses on major weapon systems. Researched and developed major cost reports. Provided financial input at program reviews; life-cycle cost estimating, research and analysis; budget formulation and analysis in compliance with Office of Management and Budget, U.S. Air Force, and other relevant guidelines; price analysis and source selection support. Identified and corrected contractor cost and schedule variations; presentations and management reporting to senior management; and team leader on contractor cost and schedule reviews.

### **Key Bank (formerly Society National Bank)**

**1981-1984**

#### ***Branch Management/Marketing Executive for Personal Financial Products Department***

Managed operations and personnel of a \$33 million commercial branch. Assisted in developing a new Marketing division (Personalized Bank Services Department) for high profile target market. Developed and implemented creative marketing ideas to penetrate existing market and establish new markets. Resulted in an increase in market share and average number of products per client. Primary responsibilities included marketing financial products, developing and implementing creative marketing programs and materials, corporate financial analysis, training new employees, preparing branch operational budgets and monthly financial reports, auditing other branches and divisions, and developing customer and marketing correspondence.

## **HONORS & AWARDS**

- Credit Union Executive Society/Financial Management Association, Golden Mirror Award (Quality Service Program for Day Air Credit Union), 1993
- Graduate Student of the Year, School of Business, Wright State University, 1988
- Graduate Assistantship, Wright State University, 1987
- Magna Cum Laude with Honors, Wright State University, 1983

## **SPECIALIZED TRAINING & PROFESSIONAL AFFILIATIONS**

- Air Force Institute of Technology (AFIT), Professional Designation in Cost and Price Analysis
- Executive Management Training Program, Key Bank (formerly Society National Bank)

## Michelle S. Parker

- American Marketing Association
- Beta Gamma Sigma (Business Honor Society)
- Proficient in Microsoft® Office, statistical survey software, web design software; fast learner of new technologies

### **PUBLICATIONS & HANDBOOKS**

- State of Ohio Computing Center (SOCC), *Space, Cooling and Power Consumption Research & Analysis*, DICE Program
- *Power and Cooling Practices and Planning at HPC Data Centers*, DICE Program & International Data Corporation (IDC)
- Leadership & Organizational Development Courses and Handbooks:
  - *Maximizing and Measuring Brand Value*
  - *Value-Added Service: Building Relationships One Client at a Time*
  - *Strategic Planning & Positioning for Success*
  - *Relationship Marketing and Leadership*
  - *Delivering Quality Excellence*
  - *Active Listening*
  - *Consultative Selling*
  - *Communicare*
  - *Service Excellence – Why and How?*
  - *Riding the Waves of Life*
  - *Service Shopper Handbook*
  - *Teamwork*
- AF Major Shared Resource Center (MSRC) Data Center Users' Satisfaction Survey and Final Report
- Corporate One Member Expectation and Satisfaction Research and Awareness Study
- Day Air Credit Union Golden Mirror Award, Quality Service Improvement Report
- Service Shopper Feedback System Relational Database, Training Modules and Research Reports
- AFMC Financial Management Handbook, MCR
- F-16 Foreign Military Sales Case Initiation Process Handbook, MCR
- F-16 Multinational Program Office Guide, MCR
- Budget Execution and Tracking System (BETS) Study, MCR
- Evaluation of Modular Life Cycle Cost Model, MCR.
- F-16 Program Manager's Handbook, MCR