

CAROL SWITZER

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MANAGEMENT CONSULTANT

Project Management / Impact Writing / Digital Marketing / Communications Planning

Process-oriented and strategic problem solver with 24 years of combined experience in professional, corporate and consulting roles, gaining broad-based experience in diverse global environments including academia, publishing, telecommunications, entertainment, financial and pharmaceutical/medical markets (US, UK, Switzerland, Italy). Proven success managing change initiatives and projects from strategy to implementation, driving synergy and consistent branding/messaging through all levels of the organization. Strong qualifications in coaching, performance management and team leadership. Articulate and persuasive communicator, with creative problem solving and exceptional relationship management skills. Broad and integrated expertise includes:

- Academic Coaching/Consulting
- Professional Network Development
- Business Process Analysis
- Relationship / Partnership Alliances
- Branding & Messaging / Identity
- Coaching / Leadership Development
- Market Research & Analysis
- Project Management
- Team Leadership / Staff Management

Languages: Native English. Bi-lingual equivalent Italian. Dual citizenship, American and Italian.

PROFESSIONAL EXPERIENCE

INDEPENDENT MANAGEMENT CONSULTANT

2004–present

Clients include:

UNIVERSITÀ DELLA SVIZZERA ITALIANA | Lugano CH

Project management, Strategic Planning, Proposal Writing, Communications Planning

FRANKLIN UNIVERSITY SWITZERLAND | Lugano CH

Instructor for Master's Program Career Strategies and Practical Experience; Marketing and Admissions Management

DEVELOPMENT SOLUTIONS INTERNATIONAL | Geneva CH

Business strategy & solutions for implementing UN Millennium Development Goals

FLETCHER ASSOCIATES | Miami FL, Milan IT, Basel CH

Business strategy & strategic planning for European and US healthcare markets

GALLERIA CA' D'ORO | Miami FL

Managing Art gallery promoting European art to US market

IES ABROAD - International Education of Students | Milan IT

Consulting for non-profit organization providing study abroad programs in 32 cities worldwide

CAMBRIDGE CABLE | Cambridge UK

Cable television and telephony provider in Cambridge UK and surrounding area

Head of Sales & Marketing

1995–1996

PARAMOUNT PICTURES | New York NY, Los Angeles CA

Global production and distribution company of feature films and TV programs

Director, Business Systems Planning

1988–1994

SHEARSON LEHMAN HUTTON | New York NY

Global investment banking and retail brokerage firm - subsidiary of American Express

Trading Floor Consultant

1987–1988

ELECTRONIC DATA SYSTEMS EDS / HP ENTERPRISE SERVICES | Buffalo NY, Washington DC, Detroit MI

Global technology services company, pioneers of computer outsourcing. EDS was acquired by Hewlett Packard in 2009

Systems Engineer, General Motors

1985–1987

EDUCATION / QUALIFICATIONS

MBA University of California at Los Angeles

BA Mathematics, University of San Diego

Oxford University UK, Exchange Student Program

Professional Teacher Certification Math 6-12, Miami Dade College Educator Preparation Institute

CILS Italian Language Certification highest level **C2**, University of Siena, Italy

CAREER ACHIEVEMENTS

Educational Consulting

- **Developed, managed and maintained educational curriculum** for a career development course focused on responsible leadership. Worked closely with faculty and the administrative team to teach the course and ensure that students proactively pursued opportunities to fulfill the practical experience requirement for the degree of Master of Science in International Management. **Result:** Achieved 100% completion rate for master's students in finishing degree requirements on time.
- **Developed educational curriculum** for an undergraduate internship seminar and taught the course. Designed series of supplemental activities to reinforce lectures/readings; initiated introduction of reflections portfolio related to writing assignments. **Result:** Facilitated student participation resulting in high ratings; increasing enrollment 100% based on student evaluations and recommendations.
- **Created classroom management system** for university professors. Conducted in-depth needs assessment; developed performance tracking template to assess student performance encompassing grades, peer evaluation, and team projects. **Result:** Streamlined administrative process, freeing professors to spend more time on critical research projects; enhanced quality and rigor of course materials.
- **Coached writers** regarding research, development and editing of scholarly articles and books, including proposal preparation and topic ideas to support the scientific, historical, and culture context of each piece. Provided insights and contributions to art history texts published in scholarly journals and books used by universities and art galleries. **Result:** Facilitated acceptance by prestigious publishers with rigorous editorial standards based on market positioning, editorial coaching and relevant content.

Marketing Communications / Branding & Corporate Identity / Advertising Campaign Development

- **Designed and implemented digital marketing campaign** with a team of internal and external resources for a university including updating website, creating editorial plan, generating content across multiple media, determining targets, and reviewing analytics to adjust timing and placement for greater impact. **Result:** Reduced time to create campaign significantly
- **Led corporate branding and strategic positioning** as Director of Marketing for a UK telecommunications company. Collaborated with outside agency in developing corporate identity, image, branding and mission statement; reviewed and updated all internal and external business communications and visual imaging to support and align with company mission and make a consistent statement. **Result:** Expanded awareness and improved company's image within the community.
- **Developed advertising campaign** for local cable franchise organization to create awareness within the community. Established corporate branding strategy; utilized innovative contemporary advertising approach modeled after "London Underground" campaign to appeal to young demographic target. **Result:** Gained local and national publicity that was instrumental in raising awareness locally by 54% based on survey research; achieved 50% sales conversion during campaign and 35% sales increase, exceeding annual target by 20%.

Business Process Management / Global Consulting

- **Streamlined internship recruitment process** for a university student exchange program. Initiated proactive contact with students and international partners; established relationships with local employers in Italy to identify potential placements. **Result:** More than doubled internships; ensured that internships supported student qualifications and career goals.
- **Established virtual work force for a Healthcare Business Consulting firm** to secure participants for biotech/pharma market research field studies projects. Recruited, trained and managed a virtual multilingual global team conducting market research and analysis in five or more countries per project. **Result:** Instrumental in global expansion of company by offering service across 14 countries worldwide.

Small Business Management

- **Established presence in local political and business community** as Director of Miami Branch for Rome based art gallery. Built relationships with city officials, established partnership with University of Miami and Italian cultural groups in Miami. Internship Coordinator for a university student exchange program. Initiated proactive contact with students and international partners; established relationships with local employers in Italy to identify potential placements. **Result:** Facilitated public art projects with international artists.
- **Created original text** for artist catalogues, press articles for all gallery artists and exhibitions brought from Europe to Miami. Set up management of the gallery including internship program with local university students to leverage the depth of portfolio while controlling local costs. **Result:** Ran day to day business acting as liaison between Rome and Miami for legal, transport, logistics and space management.