

CAROL SWITZER

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MANAGEMENT CONSULTANT

Project Management / Impact Writing / Digital Marketing / Communications Planning

Process-oriented and strategic problem solver with 25 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
- Relationship / Partnership Alliances
- Market Research & Analysis
- Professional Network Development
- Branding & Messaging / Identity
- Project Management
- Business Process Analysis
- Coaching / Leadership Development
- 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:

GIZ INTERNATIONAL DEVELOPMENT AGENCY | Algeria AFRICA

New educational curriculum consistency and alignment

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

1995–1997

Cable television and telephony provider in Cambridge UK and surrounding area

Head of Sales & Marketing

PARAMOUNT PICTURES | New York NY, Los Angeles CA

1988–1994

Global production and distribution company of feature films and TV programs

Director, Business Systems Planning

SHEARSON LEHMAN HUTTON | New York NY

1987–1988

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

Trading Floor Consultant

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

1985–1987

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

Systems Engineer, General Motors

EDUCATION / QUALIFICATIONS

Lean Six Sigma Green Belt Certification

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 level **C2**, University of Siena, Italy

CAREER ACHIEVEMENTS

Educational Consulting

- **Streamlined administrative and academic processes** for Humanitarian Operations group to improve quality of student work and completion rates. **Result:** Improved overall completion by 30% and facilitated an increase in internal and international awards.
- **Developed, managed and maintained educational curriculum** for a career development course focused on responsible leadership 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.
- **Created classroom management systems** 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. **Result:** Facilitated acceptance by prestigious publishers with rigorous editorial standards based on market positioning, editorial coaching and relevant content.

Information Management

- **Created database** system for managing academic research pipeline, archiving and prioritizing unpublished research.
- **Designed and developed remote system** for on-site production accounting during filming.
- **Managed international syndicated television revenues** for joint venture (Paramount and Universal).
- **Designed and developed desktop system** for managing human resources and tracking financial reporting.
- **Implemented contract accounting system** for motion picture and television products to interpret specific legal contracts in term of profitability for reporting increasing capacity of work force to issue participant reporting on film & television productions.
- **Coded financial reporting systems** for financial instruments and commodity traders of major investment bank.
- **Designed and developed physical inventory system using AutoCAD software** for a major auto manufacturer, translating ComputerVision engineering documents to personal computer system resulting in realtime inventory control and allowing efficient purchasing and maintenance of equipment.

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** for a UK telecommunications company. Collaborated with an agency in developing corporate identity, image and branding; reviewed and updated all business communications and visual imaging to support and align with company mission. **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 raising awareness locally by 54%; 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 offering service across 14 countries.

Small Business Management

- **Established presence in local political and business community** for Rome based art gallery building relationships with city officials and partnership with University of Miami and Italian cultural groups in Miami. Initiated proactive contact with students and international partners; 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.