



# LAUREN KLEIN

BUSINESS STRATEGIST & CONSULTANT

## EDUCATION

Bachelor of Arts- Social Science  
*International Studies & Political Science*  
Michigan State University  
East Lansing Michigan

## LANGUAGE FLUENCY

### English & Spanish

Proficient in written and conversational Spanish. Fully fluent in English.

## REACH ME AT:

Phone: 775 336 8204

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## ABOUT

Humble leader who can quickly establish rapport, credibility, trust and respect throughout the organization at all levels and be viewed as a team player with exceptional communication, analytical and leadership skills. Strong strategic thinker, pattern seeking, insights collector, and facilitator of strategic ideas through the creative process. She creates solutions to complex problems by adapting procedures and methods to realize innovative outcomes. Leads teams, communities and change management programs based on experience as a strategic thinker and member of corporate leadership teams. Skilled in grooming and driving virtual teams (Sales, Marketing, Product IT, Talent/HR, etc.) of cross functional leaders to orchestrate impactful integration planning and execution and proactively navigate challenges as they arise in today's fast-paced business environment. Background in breaking down cultural and communication silos while designing process improvements and driving policy decisions. Experienced in designing engaging social business and communities, mentoring, coaching, external speaking, presenting and facilitating. A strong professional foundation with over 20 years of business experience with Fortune 500 and international corporations.

## EXPERIENCE

Over 15 years experience in B2B marketing with enterprise SaaS and Hardware companies. Proven track record of delivering results: social influence, followers, leads on time and on budget. Expertise in speaking the language of both business and technical audiences. Demonstrated success working cross-functionally with IT, product development, sales, marketing, and senior leadership in a fast paced environment. Strong executive presence with proven ability to present in formal and informal settings. Strategic and analytical thinker who is able to blend technology and business strategy to develop compelling vision and strategy for customer and partner success. Creative thinker who comes up with innovative solutions to complex problems. Experience working with co-marketing or indirect sales models. Experience working with Global System Integrators such as Accenture, Deloitte, PwC, Cognizant, Capgemini, Infosys, Wipro.



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## WORK BACKGROUND

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*Hitachi 2011-Current*

#### Strategist, Consultant and Coach

- Subject matter expert in social business and digital strategy that integrates marketing programs, designs data-driven approaches with a multichannel lens. Uses strategic omnichannel marketing strategy and campaign planning services.
- Customer interaction and works closely with sales, marketing and operations personnel.
- Partner and work with internal teams, vendors and agencies to ensure performance.
- Share feedback in order for continuous innovation and digital formats which are effective at engaging target audiences.
- Work with internal teams to ensure that the content providers are providing benefits to the target audience, conveys brand, and meets high quality standards.
- Oversee, guide and advocate for integrated content creation and content creation effectiveness.
- Partner with internal teams to optimize content assets to significantly increase campaign effectiveness, lead generation and conversion.
- Establish key business performance metrics, content KPIs and measure channel effectiveness across all content and digital activities.
- Build relationships and partner with key teams cross-functionally as needed to ensure alignment and support.
- Ensure appropriate incentives and tracking mechanisms are in place for programs.
- Understanding of CRM / UX strategic concepts and services.
- Project manage extended teams to ensure programs are developed and rolled out in a timely manner.

#### Chief Community Officer

*Executive Networks 2007-2011*

Worked with the senior management team to understand direction and goals in order to design and develop a refreshed human capital strategy, network operating model and organizational design. Worked with the senior executive leadership team to architect and lead the executive director channel. Created analytics and built the social channel strategy and recruited and led the and community management work efforts and team. Evangelized internal stakeholders on key member patterns trends against strategic objectives. Evolved the product service offering. Facilitated and developed an authentic community culture with guiding principles. Designed agile process and change strategies to help foster our company culture and the way we approached everything in order to create connectedness amongst members and increase engagement to drive revenue all the while preparing them for the future.

#### Executive Advisor

*GroupVine 2010-2011*

Provided coaching and community consulting services. Clarified team strategy and objectives. Worked with people at all levels to help them envision their directions and develop approaches to turn their vision into practical solutions. Provided social strategy development. Facilitated organizations' social media use to extend their reach and build their reputation.

# WORK BACKGROUND CONT.



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## CEO

*Girlmade 2015-Current*

Provides strategic leadership, operational direction and achievement of the Girlmade mission and organizational goals which provides training programs for young women to commercialize their thoughts and ideas through and unconference and facilitates female founder and business leader conversation networks. Works with the advisory board to ensure that we are integrating into our local entrepreneurial ecosystem and communicating the Girlmade value proposition to young women, families, volunteers, supporters and the community at large. Financially responsible for the growth and fiscal stability of the company which includes developing, nurturing and building donors, partners and volunteers to support the programs. Creates a high value for time trusted relationship with other organizations such as UNR, StartupNV, the Innevation Center, EDawn, The Audacity Fund, The Girl Scouts, etc. Builds relationships and partner with key teams across the region cross-functionally as needed to ensure alignment and support.

## Director in the People Organization

*Novell, Inc. 2000-2006*

Leader for the digital engagement, facilitation and collaboration tools at the company. This included design using personas that would integrate with our Human Resource technologies. Developed performance management and career development programs as a key contributor to the global recognition and management excellence teams. Provided coaching to leaders and employees for individual performance and effectiveness. Advocated and facilitated relationships companywide that promoted effective use of information, technology and training in order to foster collaboration and encourage organizational learning. Created key behavior indicators for the competency model development focused on increasing thought leadership, knowledge management and learning and development. Worked with the Director of Culture to create blueprint's for culture change initiatives and workstreams. Drove all phases of the company's worldwide Informal Learning Program including creating its overall strategy and methodology, defining roles and responsibilities and managing ongoing informal learning program practices and continuous process improvements. Supervised a team of over a dozen community managers responsible for the global informal learning programs.

## Associate Director

*Cambridge Technology Partners 1999-2000*

Worked on CTP business development proposals and client relationships across a variety of industries within their Customer Services Technology SBU. Helped a variety of clients transform process and technologies to make scale their capabilities, increase revenue, accelerate growth and augment their capabilities. Designed support tools and techniques for the consulting organization through a rigorous requirements definition phase. Lead team to build the detailed tools required for field enablement in English and Spanish. Facilitated a knowledge and information-sharing summit with senior consulting leaders to identify training needs and focus areas for the company's customer management consultants. Defined global human resource strategy to ensure alignment with company vision, organizational objectives and revenue generation, including marketing, assimilation and communication through the design and delivery of training presentations and web casts around informal processes and technologies.

## Delivery Consultant

*Cambridge Technology Partners 1997-1999*

Planned and supervised customer management solutions methodology, gathering and evaluating feedback and providing project oversight. Created scope, design and development toolkits for knowledge transfer to business development and consultants. Developed and delivered the company's first Service Line Training Course. Delivered customized Clarify Training course to clients in Switzerland and Mexico (in English and Spanish) on general Clarify Functionality and Modules. Consulted on scope projects for Hewlett Packard's worldwide high availability division and VISA's customer assistance center. Invaluable and connector of teams, executives, and salesforce to reach desired outcome and client satisfaction.



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## AWARDS

**2019** Emcee for the University of Nevada Reno's Women's International Symposium

**2019** Emcee for the Amplify Africa Women's Summit

**2018** Trail Blazer of the Year Award EDAWN

**2018** City of Reno People Project Honoree

**2016** White House Nominee, South By South Lawn on October 3, 2016

**2016** Inspiration Award, Girl Scouts for Entrepreneurship – November 2016

**2016** Technology Advocate of the Year, NCET – April 2016

**2015** Emcee for the Nevada Governor's Pitch Competition - September

**2012 - 2014** Leadership Adoption Strategies and Transforming Customer Experience, JiveWorld

**2010 - 2012** Shadow the Leader with CP Square & Global Talent Network Case Study

**2009 - 2011** CoP Panel Member, Executive Networks on Communities of Practice

**2008** ASTD Presentation, Northern Nevada Communities of Practice