

KERRIS LEE

110 Burwash Avenue D • Savoy, IL 61874 • (312) 714-7506 • kerris.lee28@gmail.com

STRATEGIC BUSINESS INTELLIGENCE & TECHNICAL CONSULTANT

Driving Strategic, Profitable Growth for Start-up to Fortune 1000 Companies

Experienced strategic and tactical **Senior Business Strategy / Account Management / Technology Innovation** with diverse background in all facets of product management, marketing, and sales in various fields including software development, big data, and consulting, global business specialized in Asian & Europe markets, entrepreneurship, academia partnerships, and negotiation. I am creative, quick-thinking adept at visionary strategic development, marketing and sales, commerce that expands sales, and drive growth in a fast-paced environment. Sales experience with Fortune 1000 companies and large global agencies.

AREAS OF EXPERTISE

Negotiation	B2B Sales	Executive Professionalism
Marketing Strategies	Business Development	Project Management
B2B Strategies	Leadership	Global Business Development
Big Data sales	Entrepreneurship	Account Executive

PROFESSIONAL EXPERIENCE

DIRECTOR & INSTRUCTOR – PARKLAND ENTREPRENEUR NETWORK (PEN)

2013-Present

Parkland College, Champaign, IL

Award winning consulting program that attracted endowment from a 2billion in sales acquisition firm

- Developed Entrepreneur Program and curriculum
- Recruited more than 20+ students for technical and non-technical career opportunities
- Attracted clients of the program; United Way, University of Illinois College of Edu., Haiti Non-profit, Illinois Sustainability and Tech Center, Willard Airport, and Parkland College
- Established marketing campaigns and relationships to recruit students for specific needs in companies
- Educated class in consulting, time management, entrepreneurship, marketing, strategy, leadership, tech innovation, rapid prototyping in technology, web development and mobile applications

FOUNDER-PROJECT MANAGEMENT

2013-Present

Storybook Café, Inc., Champaign, IL

Chicago-based digital literary community for the millennial mindset

- Recruited technical developers for IT startup to improve on the ebook development process and help readers find great new content online
- Established platform for writers to post works through crowdsourcing, readers to read, and comments and to offer constructive feedback
- Provided digital marketing opportunities for HarperCollins; one of the major publishers in the world

LEAD CONSULTANT & PARTNER

2013-2014

Lost Points, LLC, Champaign, IL

IT consulting firm focused on the design and development of quality, innovative, custom IT solutions for Fortune 500 companies

- Established deadlines and communicated with team of four tech developers on the product solution
- Recruited higher education students to work on fortune 500 companies in the Midwest.
- Helped client develop solutions unique for their company needs with a focus on adoption and efficiency
- Prepared reports and business plans for new companies, drafted proposals and budgets, provided SWOT analysis and developed strategies for B2B sales
- Provided quick, responsive, service to clients

BUSINESS DEVELOPMENT EXECUTIVE & PROJECT MANAGER**2010-2013**

Cazoodle, Inc. Data aggregation technology company, Champaign, IL
High Tech Company specializing in data mining and data aggregation

- Managed team of 59 developers in building technology solutions for clients in Champaign (19), Taiwan (20) and Vietnam (20) – languages: Python, JavaScript, MySQL and Mongo DB – Data aggregation for 300+ servers
- Brokered big data sales with PriceGrabber, eBay and US Army SBIR Phase II grant
- Lead a team of engineers and business in agile development and market research
- Helped cultivate company culture in design thinking and marketing innovation
- Collaborated with colleges to deploy technology into the academic setting – Sold 6 colleges in Illinois
- Brokered deals with Apartments.com, Apartmentfinder.com, 20 other MLS companies by providing data analytic reporting and marketing
- As an executive I was placed as a face of the company as well due to the fact I knew every aspect of the business

CO-FOUNDER & CHIEF OPERATING OFFICER**1998-2003**

Mosayk, Inc., Raleigh, NC

Entrepreneur & visionary; started company at age 14 and sold in Japan, London, and U.S. (featured in 21 publications)

- Founded clothing line company Mosayk at age 14 and attracted venture capital funding from NFL athlete Torry Holt from St. Louis Rams
- Attended tradeshows and sold product internationally
- Provided oversight over independent contractors that produced our product as well as coordinated logistics for timely delivery to our clients
- Established relationships, endorsed, and clothed celebrities to build brand awareness
- Hands on leader that worked closely with marketing team, design team, quality control, and sales to develop innovative strategies to tap into the market
- Mosayk Clothing Co. has been in over 21 publications

BUSINESS CONSULTING EXPERIENCE**MARKETING / B2B STRATEGY CONSULTANT****2014-Present**

ICBC Industrial and Commercial Bank of China, Beijing, China

Largest bank in the world by total assets and market capitalization; net worth is \$12.5 Trillion

- Set deadlines and metrics for success with client in Beijing
- Will present findings to CEO, VP's and Executives of ICBC in April, 2015 in Beijing, China
- Provided SWOT and 5 forces methodologies from Harvard, financial analysis for benchmark, strategic partnerships and strategic brand positioning to identify attractive markets for client participation
- Developing a competitive innovative investment strategy for B2B for the next 3 years for client

PROJECT MANAGEMENT / TECH CONSULTANT**8/2014-9/2014**

Digital Fleet, Inc., Chicago, IL

IT / GPS asset tracking and fleet telematics company in the construction industry

- Set deliverable dates and provide project planning and management – Set weekly milestones with client
- Sold client on value proposition and expertise
- Identified issues with capitalized company strategic positioning and value proposition
- Provided market research on industry and focus groups to understand what clients needed in the construction field to be competitive
- Provided a comprehensive marketing and business plan that outlined the company next 5 year plan of growth
- Prepared market research, budgets, and provided organizational innovation best practices

PROCESS MANAGEMENT & ACCOUNTING LEAD CONSULTANT

3/2014-5/2014

E. ON, Champaign, IL

Wind Turbine Farm – One of the world's largest investor owned renewable energy providers

- Saved E. On \$300,000 per wind turbine @ 200 turbines per farm by developing lower cost repairs on wind turbines through six sigma on a 400 million dollar wind farm operation
- Identified organizational policy flaws that contributed to excessive cost and hindered profitability on the wind farm
- Gave recommendations for process flow improvements and gave presentation to executives on executables to scale throughout their operations in the US

PROJECT MANAGEMENT / DATA ANALYTICS CONSULTANT

2011-2012

Empresario, Inc. (Mamma.com), Chicago, IL

Technology firm that utilizes Tier 2 search engines via Google Ad networks

- Business analysis for ad networking in CPC / Cost per Click revenue model
- Sold client on value proposition and expertise
- Recruited and trained technology developers on data mining
- Developed a strategy to rebrand and redesign the search engine for target audience
- Instructed developers to overhaul critical features that would provide a unique niche for the company
- Developed strategies and synergies between partnerships to help rebrand the company

EDUCATION

EXECUTIVE MASTER OF BUSINESS ADMINISTRATION (EMBA)

University of Illinois

Urbana- Champaign, IL (April 2015)

PUBLICATIONS /AWARDS

- University of Illinois & Economic Development Corporation Innovation Celebration Awards Feb. (2014)
- Small Business Development Corporation Video Cast Mar. (2014)
- Alex Ruggeri TV & Radio Show One on One publication Mar. (2014)
- Write up in Chicago Now Apr. (2014)
- Young Leaders News-Gazette Feb. (2013)
- Recipient of Central Illinois Business Magazine 40 under 40 Awards Dec. (2012)
- Impressions Magazine JULY. (2002)

SPEAKING ENGAGEMENTS

- University of Illinois College of Engineering (Oct. 2014)
- University of Illinois Math, Science and Education (Nov. 2014)
- University of Illinois Graduate Library and Information Science – #1 in the country (Sept. 2014)
- Parkland College PEN Talks – Parkland College Entrepreneur Network (Sept 2012 & 2013)
- Don Moyers Boys and Girls Club (April 2014)
- Edison Middle School in Champaign, IL – 8th grade promotion (July 2014)
- AVID program in Danville / Champaign Public Schools (July 2014)
- Junior League (Jan. 2015)

VOLUNTEER EXPERIENCE / AFFILIATIONS

- Champaign School Board Member at large audit – Oversee 18-campus school district and produce policy (2013-Present)
- United Way Impact Committee (2012-2014)
- West Champaign Rotary Finance committee Club (2011-Present)
- Founder of a grassroots organization – CTRL-SHIFT, teaching highly-successful computer program to K-12 students
Organization is backed by University of Chicago, University of Illinois-Urbana Champaign, and CODE.Org (present)
- Champaign Business Downtown Association Committee (present)
- University of Illinois Public Engagement Advisory Board (present)

SKILLS

Adobe After Effects | Adobe Audition | Lectora | Articulate | Audacity | QuickBooks 2012 & 2013 | Joomla | Drupal |
WordPress | Wiki | Web tools | Java | Android | Swift | IOS | Microsoft technologies | Yammer | Excel | CRM | PowerPoint |
Asana |

110 Burwash Avenue D • Savoy, IL 61874 • (312) 714-7506 • kerris.lee28@gmail.com