

ANN MEANS

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OPERATIONS AND SALES EXECUTIVE

Diversely experienced business operations manager with 18+ years in technology and educational management companies. Served in roles as both staff and board member for non-profits creating and executing business development and marketing plans.

Career Highlights include

- ✓ Turned five-year organizational deficit to surplus in first year for non-profit
- ✓ Created event planning guide establishing standards and performance metrics
- ✓ Inaugurated project/task management for capstone events
- ✓ Advanced Office user, including Project and Excel
- ✓ 16 years' experience with QuickBooks
- ✓ Increased board member attendance at meetings by 25% in two years
- ✓ Developed marketing materials for new product launch
- ✓ Increased hardware/software sales 1100% over previous year
- ✓ CRM experience with Salesforce, eSales, Highrise, Goldmine and ACT!
- ✓ Created websites using WordPress

PROFESSIONAL EXPERIENCE

CONNECTICUT ASSOCIATION FOR THE GIFTED (CAG), Westport, CT, 2014 - Present *Executive Director*

Chief Executive for statewide non-profit that advocates for talented and high-ability learners, their parents and educators.

- **Lobbies CT state legislators** for opportunity and access for equitable educational experiences for ALL learners.
- **Directs Board meetings**, communication, strategic planning and operations management for organization.
- **Promotes CAG's Professional Development Program** to school districts in Connecticut and the Northeast.
- **Publicizes CAG's events and programs.**
- **Designs, coordinates and executes events** for children, parents, educators and administrators.
- **Prepares grant applications**, interim reports and final reports on funding received.
- **Prepares project plans, associated budgets and organizational budget.**

VRSIM, INC., East Hartford, CT, 2013 - 2014 *Sales and Marketing Manager*

National account manager for technology company that creates virtual reality learning systems for manufacturing and construction trades. Managed the sales process from lead generation through order closing for commercial, union, and military customers. Prospected new accounts by conference exhibiting, making presentations at professional meetings, soliciting customer referrals, and electronic and direct mail campaigns.

PROFESSIONAL EXPERIENCE (CONT'D)

VRSIM, INC., East Hartford, CT

- **Cut average reply time for web inquiries by 87%** by employing prepared, cloud hosted responses.
- **Expanded CRM data base by 25% in 5 months** through conference presentations and trade show exhibitions, industry research, networking, and direct mail.
- **Met or exceeded sales targets for previous five quarters.**
- **Authored a training survey to qualify prospects** to improve yield.

CONNECTICUT TECHNOLOGY COUNCIL (CTC), East Hartford, CT

Chief Operating Officer for CTC, 2012 - 2013

Manager of Events and Development for Crossroads Venture Group, 2011 - 2012

Designed and executed professional development and networking events for Connecticut's principal trade associations in technology businesses and venture capital investment.

- **Conceived of, planned and executed public events that in two years doubled exposure opportunities for sponsors.**
- **Selected venues, arranged for A/V and facility support, catering and entertainment for 30 annual events, including 500+ attendee awards banquet.**
- **Created print and electronic publicity** that included program announcements, newsletters, and surveys and posts to social media.
- **Composed agenda, presentation, financial reports and served as secretary** for Executive Board meetings, special task forces and regional chapter meetings.
- **Supervised media specialist, interns and temp staffing** on per project basis.
- **Secured talent, organized content, and prepped panelists** for monthly programs for technology investment community.
- **Prepared monthly and quarterly reports for state board** incorporating membership/sponsorship activity, financial statements, and status of policy initiatives.
- **Installed and maintained contact management database,** uploading contacts after events and attending other organizations' events.

DESIGN BY ANALYSIS, INC., Middlebury, CT

Chief Executive Officer, 2007 - 2010

Manager of Operations, 1996 - 2005

Co-founder and partner in a product development firm that provides mechanical design and analysis services to Fortune 500 companies in aerospace and energy generation.

- Gathered customer requirements, created project schedules, led project management meetings, and created project communications.
- Networked at trade shows, visited prospects, and served as an account manager; maintained sales performance metrics and CRM database for sales department.
- Generated leads by cold calling, analyzing business intelligence and networking at technical conferences; visited prospects and planned trips for sales staff.
- Evaluated and implemented a cloud-based CRM system, migrating 10,000 member database data from local platform, and transitioned the associated national sales staff.
- Generated payroll, administered Accounts Payable and Receivable, maintained General Ledger and furnished financial statements, including budget variance reports.
- IT administrator for engineering and business workstations and company webmaster.
- Developed and implemented work policies and procedures.

PROFESSIONAL EXPERIENCE (CONT'D)

ACHIEVEMENT FIRST, New Haven, CT, 2005 - 2006

Director of Operations - Connecticut and Business Manager for Amistad Academy

Served as principal finance and operations director in Connecticut for a 501(c)(3) organization that public charter schools in Connecticut and Brooklyn, NY, as well as controller for its flagship school, Amistad Academy.

- Maintained Accounts Payable and Receivable performed all account reconciliations and administered 75 person bi-weekly payrolls for management organization and Amistad Academy, with a combined annual budget of \$8M.
- Recruited and directed each school-based operations team and supervised school and management organization finance staff.
- Led HR orientation for new employees and administered all employee benefits including health and disability insurance, and retirement plan contributions.
- Created state certification guidelines for CT teachers and provided individual assistance on SDE certification and renewals for district teachers; updated *HOUSSE* reporting, certified and non-certified staffing lists.
- Performed monthly closings and made entries to General Ledger; prepared financial statements and budget variance reports and presented to monthly school and management organization board meetings.

OTHER EXPERIENCE

HARTFORD PRESERVATION ALLIANCE, August 2014 - present

Board Member

- Non-profit devoted to promoting rehabilitation of historic properties and offering guidance on urban planning policies as an alternative to demolition.
- Finance Committee member.

**PHILLIPS ANDOVER ACADEMY, CHOATE ROSEMARY HALL
and NORTHFIELD MOUNT HERMON**, 2008 - 2010

Parent fundraiser

- Solicited contributions for Annual Fund and Class Fund.
- Referred higher value prospects to development staff.
- Recruited alumni and parent volunteers for campus events.

CONNECTICUT ASSOCIATION FOR THE GIFTED

Co-President, 2005 - 2006

Treasurer, 2006 - 2010

- Collaborated on the strategic plan that included the hiring of the first Executive Director.
- Kept organization's books and maintained membership database.
- Recruited volunteers and supported regional managers for 6-10 events annually.
- Migrated newsletter to electronic HTML format, maintained subscription list, composed and sent monthly updates to membership using Vertical Response.
- Lobbied Connecticut state legislators in support of funding for gifted and talented students.

EDUCATION

Sandler Sales Training, TEM Associates
M.S., Polymer Science, University of Connecticut
M.S., Art Conservation, University of Delaware
B.A., Art History and Classics, Smith College

MEMBERSHIP AFFILIATIONS

Leadership Greater Hartford
NACE (National Association of Corrosion Engineers)
SME (Society of Mechanical Engineers)
SSPC (Society of Protective Coatings)
Women of Innovation Network