

Betsy Ehrenberg

Corporate Leadership, Marketing and Sales
Innovator and Business Growth Driver
Event Organization, Planning and Management
Entrepreneur and Executive Officer

SUMMARY: Entrepreneurial, creative, effective and accountable high-profile individual with experience in corporate strategy, sales, business development, marketing and implementation. Business plan creation and execution with extensive knowledge in all facets of sales, marketing, product development and rollout in startup, turnaround and corporate change environments. Visionary in several key industries. Significant track record leading and motivating multi-disciplined teams to exceed revenue objectives within budget.

Core Competencies

- **Marketing Strategies for Services and Products**
- **Key Account Management**
- **Creative Problem Solver**
- **Customer and Patron Retention / Upsizing**
- **Non-Profit Leader: Arts and Culture, Community Service, Education**
- **Business Planning and Development**
- **Market Creation**
- **Marketing Deliverables**
- **Sales Skills Development**
- **Multiple Industry Expertise: Biometrics, Technology, Manufacturing, Service**
- **Mission-critical Result Delivery**
- **Key Client Programs**
- **Public Relations**
- **Marketing Skills Development**
- **Internet / Social Media Expertise**

PROFESSIONAL EXPERIENCE

Bridges to Santa Fe – Events, Exhibits, Engines for Economic Growth
Consulting Firm - Growth Management and Business Development

Santa Fe, NM
2008 - Present

Corporate Sales and Marketing – Business Development

- Sales and Marketing – Defining product and service opportunities in the organization that distinguish and elevate company's sector position and profile. Using Internet and social media effectively and efficiently.
- Corporate Launch and re-Launch – Positioning business strategically and identifying several collaborative mutually beneficial opportunities.
- Sales Skills Training – Basic and advanced training for all members of an organization. Review success / loss experiences leading to enhanced sales programs.
- Customer Retention Programs – Review and reinforcement of positive interactions with Customer base. Overcoming objections and solving problems in a timely fashion.
- Client Incentive Programs – Interview decision makers to ascertain purchase, support and retention motivation.
- Product Marketing Skills for Artists and Engineers – Introduction to Sales; Skills for the non-professional sales and marketing personnel.
- Customer Retention Skills for All – Proactive and reactive program design, Hearing and listening; Art Magnet for Tourists and Tourism Agents
- IP Revenue and Protection Strategies – Ideas, products, Customer lists, development techniques. Legal and Ethical Issue Seminar Creation

Veriden Systems – Identity Theft Prevention Software
Biometrics Utilization and System Integration

Santa Fe, NM
2003 – 2005

Startup and Management of System Solution

- Designed and developed a biometric-based system to stop identity theft
- Developed a product line to stop identity theft in the financial sector
- Documented IP to **Verify your Identity** – Veriden – and filed with USPTO
- Recruited test sites, focus groups and management team
- Payment Processing Expert
- Transferred technology to Silicon Valley

Software Testing Concepts - Owner
Consulting Firm - System Software Design and Development

Palo Alto, CA

Getting IT right the first time

- Develop computing testing guidelines
- On-site consulting to software developers
- Database structures meeting specifications

Operations Control Systems (Tidal Software) - Owner
(\$15M Market Leader - Monitor operations, Security and Performance)

Palo Alto, CA

Visionary, Designer, Finance, Marketing, Sales and Customer Support

- System software for the HP Platform
- Over 6,000 Domestic and International Customers
- Key Account Recognition /Retention Program
- Developed overall sales and marketing strategy
- Transitioned to consultative/solutions orientation
- Increased revenue 60 times over a 15-year period
- Created 15% post-tax profits; survived two economic down turns
- Innovative Product Packaging
- Established criteria for CRM system - Customer Retention Program
- Responsible for staff retention, performance management, skill development plans

Hewlett-Packard Company
(Worldwide Leader – Technology Solutions)

Palo Alto, CA

Systems Engineer, Palo Alto and Western Region

- Sales Engineering Support
- Key Account System Design (Boeing, Intel, DuPont, GM, GE, IBM, ITT)
- Onsite Technical Training and System

HONORS

HP President Commendation Letter (Bill Hewlett)
Silicon Valley Business Woman of the Year 1986
Speaker, Biometrics Conference 2004 (Washington, DC)
Pay at the Table, Native Biometrics Systems, 2004
HP Professional, Change Control for Program Development
HP Interact/Supergroup – Operations Corner (Column)
Numerous Extra Effort/Achievement Awards

EDUCATION

Carnegie Tech, Pittsburg BS
Harvard University, Graduate Classes

Proficiencies: Windows, PowerPoint, Excel, Social Media, Internet Utilization

Affiliations: Santa Fe Business Incubator, AACG Board, ADL Board, Glass Alliance – New Mexico.

References: Available upon request (State of New Mexico, City of Santa Fe, Google Corporation)