

## ***Communications Profile***

**LESLIE SHERIDAN**

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**Summary:** *Seasoned communications professional with experience in internal (human resources,) and external (marketing and sales) communications.*

### **SALES COMMUNICATIONS:**

- Initiated and fostered relationships with key accounts, securing business with: *Allied Van Lines, Allstate, American National Can Company, Budget Rent A Car, Cargill, Carlson Companies, City of St. Paul, Deluxe Corporation, First Bank System, Ford Motor Company, Northwest Airlines, Norwest Corporation, U.S. West Communications, and Zenith Electronics Corporation.*
- Initiated and developed relationships on behalf of *The Alexander & Alexander Consulting Group* to corporate executives nationally, *garnering sales in excess of \$2.5 million in the first year.*
- Initiated and developed relationships on behalf of *Clark Consulting* to corporate executives nationally, resulting in secured business with *Caterpillar, Cendant Corporation, Danaher/MATCO Tools Corporation, Saint-Gobain Corporation, Solar Turbines and Weatherford International* in a one-year period.
- Initiated and developed relationships for *IBM*, *earning coverage of 50-state territory of Fortune 500 companies, securing \$800,000 in revenue in the first year, while generating deals worth \$14 million in two years.*
- Initiated and developed relationships with senior executives in targeted Fortune 1500 companies, *expanding prospect database by 1000% at national consulting firm.*
- Pioneered sales relationships for national consulting firm, significantly enhancing its name recognition and reputation across numerous industries.
- Created and conducted "Relationship Sales" & "SPIN" selling training programs at *IBM, Watson Wyatt Worldwide* and *The Alexander & Alexander Consulting Group* for sales and non-sales executives and consultants.
- Developed and presented sales motivation and strategic visioning sessions for *Robert Half International* and the *March of Dimes Foundation.*

### **MARKETING COMMUNICATIONS:**

- *Awarded special performance bonus for exemplary commitment to the marketing of a new business at IBM.*

#### ***Planning***

- Overhauled annual marketing plans for a new business at *IBM*, positioning the services for success in the marketplace.
- Focused marketing direction and strategizing execution of tactical plans with 9 service unit executives at *IBM.*
- Created, developed and implemented annual marketing plans at *NCS, tripling sales in a one-year period.*
- Executed communications related to the successful re-launching of the marketing and sales effort for a new business at *IBM.*
- Initiated and managed communications related to the launching of two new product lines for *NCS.*
- Redirected marketing and sales communication strategies, *increasing sales revenue and market share.*
- Initiated and conducted market research communications, including planning and monitoring focus groups.

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***Promotional***

- Advised *IBM's* advertising and public relations firms on market communications for a new business, and reviewed promotional copy for market applicability.
- Developed and implemented promotional copy, including advertising, public relations and direct mail campaigns at *NCS* and *IBM*.
- Founded and managed communications for a successful national consulting practice for nine years.
- Achieved front-page "Marketplace" placement in *The Wall Street Journal*, promoting product author.
- Organized and conducted communications for a nationwide seminar series.
- Wrote and edited catalog copy, direct mail, product fulfillment, collateral and website content for numerous organizations nationally.
- Formatted and conducted focus groups on product advertising.
- Created Web promotional strategies for numerous organizations.
- Devised, authored and edited national newsletter featuring articles by industry leaders.
- Planned and presented communications for international and national trade shows.
- Created and conducted a grassroots fundraising campaign resulting in environmental preservation on Maui.

***Product Development***

- Spearheaded communication for the creation of national service bureau, *exploiting unfulfilled market niche*.
- Initiated and directed *NCS's* communications on new product development and packaging.
- Conceived, designed and edited the first user's guide for *NCS* product, *establishing a prototype for other product lines*.
- Established relationship with new business, *resulting in the creation of new product line*.
- Improved and stabilized failing supplier relationships at *NCS*.

**HUMAN RESOURCES COMMUNICATIONS:**

- Consulted with executives in diverse industries on solutions for key initiatives, including e-commerce.
- Advised employee service units at *IBM* on client needs to create winning client solutions.
- Administered surveys and conducted related feedback and action-planning sessions.
- Awarded prize by *Working Woman* magazine for essay on time-management strategies.

***Employment***

- Designed and implemented employee marketing program and multimedia recruiting presentation at *Chase Manhattan Bank*.
- Designed and implemented regional employee referral program at *Chase Manhattan Bank*.
- Acted as employment coordinator communicating with 287 branches of *Chase Manhattan Bank*, including communications for community "open houses."
- Created and implemented communications related to downsizings at *Chase Manhattan Bank*, *Pillsbury* and *U.S. Bank*.
- Conducted national focus group recruiting campaign for *American Airlines*.
- Researched, streamlined and authored new policy guides for *Chase Manhattan Bank* and *Metris Companies, Inc.*
- Conducted employee focus groups on critical issues at *Donaldson, Lufkin & Jenrette, Inc.*
- Co-created and acted in program on using one's positive attitude in the employment process, for *Akaku, Maui Community Television*.
- Surveyed judges and administrative staff within the *Wisconsin Supreme Court* system, accumulating data for the first-ever formal of wage, salary, and job evaluation system.

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**Training**

- Created and conducted "Relationship Sales" & "SPIN" selling training programs at *IBM, Watson Wyatt Worldwide* and *The Alexander & Alexander Consulting Group* for sales and non-sales executives and consultants.
- Developed and presented sales motivation and strategic visioning sessions for *Robert Half International* and the *March of Dimes Foundation*.
- Developed and presented "*Thinking BIG*" and "*We-Can-Omics*" workshops.
- Consulted with executives and their staffs, orchestrating a key organizational job description initiative at *Northwest Aerospace Training Corporation*.
- Interviewed and coached MBA students at the *Univ. of Minnesota's Carlson School of Management*.
- Trained telemarketing and customer service personnel on products.
- Designed and conducted workshops and presentations at numerous organizations.
- Conducted needs analyses for training and development of employees.

**WORK HISTORY:**

**Twenty-six years of communications experience: 26 years in human resource communications; 16 years in sales and marketing communications.**

**THE ADDED EDGE, President**  
**IBM, Senior Business Development Consultant**  
**STANARD & ASSOCIATES, VP, Client Relations**  
**NATIONAL COMPUTER SYSTEM, (NCS,) Product Marketing Manager**  
**FIRST BANK SYSTEM, (NOW U.S. BANK,) Human Resources Officer**  
**PILLSBURY, Personnel Representative**  
**CHASE MANHATTAN BANK, (now JP Morgan Chase,) Human Resources Officer**

**EDUCATION:**                    **UNIVERSITY OF WISCONSIN-MADISON**  
**Bachelor of Arts, Spanish; Bachelor of Arts, Sociology**

**OTHER:**                         Published poet, lyricist and author.  
    Hablo Espanol.