

Carmen Cornier

319 Maple Way
Anytown, CA 95847

Home: (419)332-9863

Education:

- 1987-1989 **NEVADA GRADUATE SCHOOL OF BUSINESS** Reno, Nevada
Masters of Business Administration.
Peer Advisor.
Active in numerous community and school initiatives.
Class award for congeniality.
- 1977-1981 **SKYLINE UNIVERSITY** San Bruno, CA
B.S., *summa cum laude*, in Electrical Engineering.

Experience:

- Summer 1987 **ANALYTICS, INC.** Santa Clara, CA
Marketing Consultant charged with overall analysis of software marketing.
• Proposed, designed, and analyzed marketing research including 2000 mail and 400 telephone surveys.
• Recommended significant changes in positioning, distribution, and advertising content, format, placement, and budget.
• Helped marketing and advertising teams to implement the recommendations.
• Subsequently retained as consultant to Analytics Inc.
- 1985-1986 **INDEPENDENT MARKETING CONSULTANT** New York, NY
• Created and placed advertising campaigns for small businesses.
• Performed competitive and industry-trend analyses.
• Developed, supervised, and analyzed customer surveys.
• Created promotional campaigns and tracked their effectiveness.
- 1984-1985 **FUTURE TECHNOLOGIES, INC.** San Bruno, MI
Project Manager in New Services Planning and Implementation.
• Proposed, planned, and managed a \$1 million laboratory to simulate new services and study customer reactions.
• Led customer studies teams of engineers and psychologists in investigating emerging and long-term customer needs.

**Additional
Information:**

Avid skier and tennis player.

Fluent in German and Spanish.

Winner of contests in photography, film making, writing and speech.