

## **Qualification: Proven Business Developer helping companies grow through Marketing, Planning and Project Management.**

### **Marketing – Target Market Analysis, Social Media, Planning & Execution**

- Implemented Marketing plan for non-profit including new website, new Facebook page, Meet-up, YouTube and eBlasts (Constant Contact) to inform target markets of special events. Tracked results through Google Analytics, Facebook Insights and financial results. (Praxis – 2010-11)
  - **Results:** First time in a couple of years that special events became profitable.
- Defined market segments, barriers and entry points for London firm with patent to manufacture a new insulation that uses advanced polymers to enclose a vacuum.
  - **Results:** Presentation of ideas, market analysis and financial model raised \$1.7M in capital to fund prototypes and initial manufacturing process. (Praxis – 2008 & 2009)
- Researched and authored marketing plan to make the public aware of the advantages of broadband internet access and the Digital Arts Program at a small town library.
  - **Results:** Plan in process expects to diversify and stabilize the local economy from being a one industry economy (oil and gas) to a multi-industry and technology based economy. (Praxis - 2009)
- Conducted market analysis of a high-tech consultancy's practices and designed approach to their market to eliminate cold calls by using intellectual capital as lead generators. Trained management on the importance of branding after designing and implementing new brand identity.
  - **Results:** 46% increase in new revenue within one year. (Praxis - 2004)

### **Business Planning – Research, Presentation, Financial Modeling**

- Gathered disparate information and business requirements in order to author fundable business plans. Performed feasibility studies for business growth, including financial analysis and modeling. Plans included not only the strategic ideas but also how to execute them, who needs to be involved, what training / other communications are needed and other success necessities. (Praxis – 2000-11)
  - **Results:** Dallas based filmed entertainment company grew from basically no revenue to over \$100M annualized revenue within 18 months of plan implementation.
  - **Results:** Within 24 months of the plan implementation for a Steel Engineered Materials company, the company was sold for four times its original value after receiving unsolicited bids.
- Identified and analyzed various industries for time-to-money comparison with building a semiconductor fabrication plant. (Praxis - 2005)
  - **Results:** Study was presented to Sematech members with positive reviews for both the research method and analytics.

### **Project Management – Local and Global; Simple through Complex Programs**

- Successfully managed first phase of Adexa (SCM software) implementation for global analysis of Supply Chain effectiveness. Trained international staff on use of SharePoint to handle time zone and ESL challenges.
  - **Results:** Only PM to bring their project in within two weeks of original target date despite interdependencies with four other projects that were much later. (Praxis – 2007-08)

- Managed \$25M/year project with team of 200 as on-site Global Program Manager for Ford's HR reinvention. (PwC – 1998-2000) Projects included:
  - Global implementation of PeopleSoft HR from Fit Analysis, through Lessons Learned
  - Design and implementation of HR self-service Portal
  - Forecasted project expenses and facilitated annual contract negotiations
  - Project planning from tasks through change management, all within PwC SDLC method
  - Additional projects included training consultants imported from India, China, and Brazil; designing tests and training for end users outside the HR department; and financial responsibility to both client and PwC for project costs.

**Results:** Successful implementation in four countries (including the US) within 22 months.

## BUSINESS HISTORY

**Praxis – Founder and Owner. 2000 to 2011** Praxis is an independent consulting firm serving companies from start-ups to Fortune 100 companies. Work examples: helping businesses create their strategic and operational plans, training clients to think strategically, conducting market analyses, mapping business processes to technology, creating effective communications between technology departments and management. Projects were most often defined, proposed and sold by Jean McClelland and usually included training, coaching and senior management level presentations.

**PricewaterhouseCoopers /Atlanta /NY /Austin: Principal Consultant 1996 to 2000**

Practices: Change Management, HR Reinvention, Software Implementation

## PROFESSIONAL AND BUSINESS AFFILIATIONS

Coachville; Institute of Noetic Sciences; Society for the Advancement of Behavioral Economics (SABE)

## ARTICLES, PUBLICATIONS AND SPEECHES

Public Conference Reports on Technical and other conferences [www.PraxisReports.com/reportpage.html](http://www.PraxisReports.com/reportpage.html)

"Managing the Un-manageable" – Article for Consulting Newsletter

Example Speeches: "Enterprise Decision Management" – conference presentation

"Effective Requirements Definitions" – conference presentation

Websites: [www.unitydallas.org](http://www.unitydallas.org) (Dreamweaver) [www.wellnessolutionschiro.com](http://www.wellnessolutionschiro.com) (Joomla)

[www.ProspertyProcess.com](http://www.ProspertyProcess.com) (WordPress) LinkedIn: <http://www.linkedin.com/in/jeanmcclelland>

## EDUCATION

BA Business (studies in Computer Science) Villanova University, Villanova, PA (1981)

Continuing education course examples:

- Project Management at Penn State University (*Project Management certificate awarded*)
- Organization Design at University of Texas / Dallas
- Marketing and Sales 2000 at University of Texas / Austin
- Business Law at Pace University

Continuing education seminars and conferences:

- Center for Organizational Learning at MIT with Peter Senge;
- Next Generation Leadership with Senge and Cathy Royal (Appreciative Inquiry);
- Collaborate conferences (2004-2009) (JD Edwards & PeopleSoft end users);
- Oracle OpenWorld (2005,2006,2008,2009);
- ASSA/AEA Annual Meeting (10,000 economists' viewpoints) (2009)

**Excellent computer skills:** MS Office (Excel, Word, PowerPoint), MSProject, SharePoint, InDesign, Joomla, WordPress, Dreamweaver, QuickBooks and others