

CHRISTINE M. WHITE

SUMMARY

I've utilized decades of successful experience embracing long-term multi-service client relationships and driving business market growth across numerous industries. My focus is primarily centered on **business development and growth, project management, strategic marketing/communications, and/or organizational change management**.

INDUSTRIES & AREAS OF PROFESSIONAL EXPERIENCE

Manufacturing/Manufacturing Strategic Sourcing; Financial/Professional Services; Hospital/Health Care; Health Care IT; Not-for-Profit; Education; Utilities; Government

SKILLS & EXPERTISE

- Metric-Based Sales Revenue Acceleration
- Strategic Sourcing Business Acceleration
- Contract Negotiations & RFP/Grant Management
- Strategic Program Planning & Marketing
- Multi-Partner Relationship Management
- Growth (Change) Management
- Healthcare Patient Advocacy & PX Optimization
- Long Term Care Marketing
- ROI-Centric Event Development
- Business Intelligence & Market Analysis
- Strategic Media Marketing
- Cross-Functional Account Management
- CRM & Distribution Channel Strategy Development
- Global Team Leadership
- Process & Performance Integration
- Metric-Based Communications Assessment
- PMI PMBOK® Agile, Waterfall & Hybrid Project Management
- Microsoft Project

EDUCATION & CERTIFICATIONS

Marquette University Law School

JD – Juris Doctorate

Ripon College

BA – English & Economics, Cum Laude

PMI Project Management Institute

Certification of 100+ online hours in MS Project, PMI Agile and Waterfall Fundamentals, CAPM/PMP Certification Prep (2020-2021)

CAREER EXPERIENCE

CHIEF EXECUTIVE/OWNER

pre-2000 - PRESENT

CMW Market Results (see www.CMWMarketResults.com for more Projects, Successes, Testimonials)

Built and sustained solid, long-term contract and embedded employee relationships through solutions-based *project (change) management, strategic marketing and communications and market development leadership*.

Discovered, developed and delivered years-long **marketing, project management and business development initiatives** for +20 clients across multiple industries, from fast-growth start-ups to international Fortune 50 leaders:

- **July 2022 – PRESENT** Accelerating **US market development** for SE Asia manufacturing supply chain solutions company (Complete Manufacturing and Distribution) through creation of account-winning proposals, one-on-one relationship management and upgrades to strategic web/comms marketing.
 - Adding new project revenue through successful new business proposals and re-establishing significant business relationships and additional projects with dormant accounts.
- **[January 2020-May 2022** Provided personal patient advocacy/health care management for several immediate family members (see below)]
- **August 2018 - April 2020** Led **rebranding of marketing, communications and fundraising** programs and processes (Holy Family Catholic Church/Diocese of Orlando) as a “first-of-its-kind” contract-based marketing & communications specialist prior to Church’s pandemic resources reduction.
 - Initiated and implemented church, school and broadcast ministry’s full-parish strategic marketing and operational communications development and multiple website redesigns.
 - Initiated high-dollar fundraising and multi-ministry partnerships; renegotiated six-figure media broadcast contract for a >35% annual savings.
 - Introduced and executed CRM evaluation, thought leadership and successful crisis management strategies.
 - Coordinated and aligned communications and recruitment/fundraising strategies among and between 40+ ministries.
- **January 2014 – March 2014** Influenced and created **guidelines and communication materials** for Association of Change Management Professional’s (ACMP’s) 2014 launch of cornerstone Standards, Certification and Accreditation programs.
- **September 2013 – October 2014** Optimized **CRM and Marketing Assessment platforms** and streamlined training and processes for manufacturing (Eemax/Ecosmart, now Rheem) client during a company and market territory expansion.
 - Delivered significantly greater and more qualified leads, enhanced internal/external MA communications, expanded activity monitoring and performance, and contributed to a successful business restructuring.
- **December 2008 – June 2009** Overhauled and simultaneously executed annual week-long **global employee engagement communications program** to more than 130,000 employee participants for Fortune 100 manufacturing (Johnson Controls) client.
 - Launched to +1000 locations worldwide, in 28 languages, on time and within reduced (40%) budget. Attained program’s first-ever featured [Forbes](#) online article.
- **2002 – 2007 / 2013 – 2016** Designed and executed **+75 executive-level, ROI-producing business events** as chief architect of new business development programs for several clients in manufacturing (Rockwell Automation) and health care IT (VCPI, Vocollect HealthCare Systems).
 - Achieved event ROIs ranging from 400% to +8000% (metric documentation available) and generated new revenue opportunities from 30-60% of attendees within 4-12 months.
- **2010 – 2017** Drove **strategic marketing communications** planning and execution for health care IT provider (VCPI). Successfully launched new programs/service offerings that “exceeded all expectations”, “furthered the market position and sales potential of the company” and generated “better than anticipated ROIs” (per client).

- *August 2007 – October 2007* Developed and expedited **new program communications and lead generation** for PoC data systems provider (Vocollect HealthCare Systems). Surpassed lead gen goals within first month of three-month contract.
- *1996 – 2012* Introduced and executed new and/or improved **strategic market development and IT projects and programs** with Fortune 500 manufacturing client (Rockwell Automation), including: global channel partner and employee communications and training; global computer OS upgrade adoption training and communications; global Customer/Master Data Management governance and sales territory CRM processes.
 - Created organizational policies, guidelines, messaging, materials and communications vehicles, including: customer databases, webcasts, global newsletters, informational and e-commerce web sites, developer toolkits. Recruited, trained and managed internal resources. Managed international and domestic partner events.
 - Initiatives achieved on time and within budget. Programs attained worldwide acceptance and adoption that generated profitable revenue, improved cross-functional internal and partner productivity, and improved data collection management and security.
- *Pre-2000 – 2014* Extensive business and market acceleration and project management successes for a vast array of organizations in multiple industries, including: several **Advertising Agencies** as Account Executive/Supervisor; several **Utility and Public Service groups** (Wisconsin Gas/WE Energies, Franklin Energy Services, Wisconsin Bell, public TV) leading Marketing/Communications, Events, Program Development; numerous **Legal and Financial institutions** coordinating Marketing/Communications, Client Development; and several **LTC (long-term care), Pharma (Baxter) and Medical Equipment companies** (GE Medical) managing Marketing/Communications and Product Launches.

PATIENT ADVOCATE-CAREGIVER / HEALTH CARE MANAGER

January 2020-May 2022

Provided partial and full-time patient advocacy/health care management during the pandemic for several immediate family members.

- Supported family during years-long aggressive terminal cancer treatment programs while maintaining and expanding relationships with LTC/hospice facility caregivers to ensure top-quality end-of-life care despite pandemic.
- Gained real-time, highly accelerated knowledge and skills related to all aspects of cancer care coordination, treatment and recovery, including clinical trial acceptance. Coordinated with numerous healthcare professionals within and outside hospital system for financial, chemo and prescription assistance resulting in maximum comfort care and minimal out-of-pocket costs for treatments and care.

PROFESSIONAL & COMMUNITY AFFILIATIONS

- Orlando Health Patient and Family Advocacy Council, *March 2022 - Present*
- Turnburry HOA Vice President, *December 2021 – June 2023*
- PMI Project Management Institute, *2021 - 2023*
- Wisconsin State Bar (inactive) licensed Attorney in Good Standing, *ongoing and current*
- Holy Family Catholic Church broadcast ministry and parish volunteer, *since 2002*
- Quest, Inc. Wine Quest Committee Appointee, *2014-2017*
- ACMP Association of Change Management Professionals, *2013-2015*
- Mequon, WI City Council (elected) Representative, *1996-1999*



CHRISTINE M. WHITE

Project & Market Solutions Architect

Experience at a Glance		Manufacturing	Not-for-Profit	Prof'l Services	Technology	Education	Government	Healthcare/PX	Public Utility
Executing Market Strategy: Produce. Achieve. Measure.									
Strategic Project/Program Mgmt	•	•	•	•	•	•	•	•	•
Metric-Based Revenue Acceleration	•	•	•	•	•	•	•	•	•
Demand Generation	•	•	•	•	•	•	•	•	•
Business Presentations	•	•	•	•	•	•	•	•	•
Ads, Promos & Traditional Messaging	•	•	•	•	•	•	•	•	•
Online/Social Media Strategy	•	•	•	•	•	•	•	•	•
Brand Enhancement	•	•	•	•	•	•	•	•	•
Content Writing & Editing	•	•	•	•	•	•	•	•	•
Marketing/Communications Plans	•	•	•	•	•	•	•	•	•
Business Intel & Market Trend Analysis	•	•	•	•	•	•	•	•	•
Thought Leadership Positioning	•	•	•	•	•	•	•	•	•
Sharpening Customer Focus: Connect. Engage. Excite.									
Fundraising Events & Programs	•								
Executive Events & Trade Shows	•	•	•	•	•	•	•	•	•
Provider/Partner Engagement Mgmt	•	•	•	•	•	•	•	•	•
Employee VoC Training/Workshops	•	•	•	•	•	•	•	•	•
Communications Assessments	•	•	•	•	•	•	•	•	•
Int'l & Cross-Functional Team Lead	•	•	•	•	•	•	•	•	•
Cultural & Op. Excellence Programs	•	•	•	•	•	•	•	•	•
CRM/MA Implementation	•	•	•	•	•	•	•	•	•
Patient Advocacy/Experience Mgmt	•	•	•	•	•	•	•	•	•
Internal/External Relationship Mgmt	•	•	•	•	•	•	•	•	•



Speaking personally ...

Intangibles: Energetic, dedicated, curious, very fast adapter with a positive, can-do attitude and great sense of humor.

INT*J personality profile (*On the cusp of T and F)

Other Interests: Reading, traveling, volunteering, good wine.

Favorite Quotes: "We make a living by what we get, but we make a life by what we give." ~Winston Churchill

"The most important persuasion tool we have in our entire arsenal is integrity." ~Zig Ziglar

Tie Performance and Revenue / Profitability to Your Project Development and Market Strategy

I provide exceptional strategic leadership and hands-on, expectations-driven outcomes in multi-disciplined business environments.

Analytical and creative, I offer fast-adapting technical expertise and team lead/business development experience that integrates cross-functional objectives within diverse cultures.

Relationship- and results-focused in both independent and collaborative environments, my ability to *discover, develop and deliver* will drive operational efficiencies, improve market alliances, expand competitive advantage and accelerate profitable revenue growth.



I believe in...

Continuous Learning

- Knowledge isn't wisdom...but it can get you there.

A Positive, Compassionate Attitude

- Every day presents new opportunities to create, thrive, grow.

Trust

- Integrity and accountability are vital to building and sustaining relationships and delivering exceptional results.

Gratitude

- "If the only prayer you said in your whole life was 'thank you,' that would suffice." ~ Meister Eckhart