

# Exec U. Tiv

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## EDUCATION

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### LOYOLA MARYMOUNT UNIVERSITY

Los Angeles, CA

#### Master of Business Administration

May 2023

- Emphasis: Marketing
- International Immersion: Comparative Management Systems - China, South Korea, Japan (2014-2015)  
“Sales, Marketing, & Leadership strategies in East Asian countries”
- International Immersion: The Environment of Business in the European Union – Bonn, Germany (2013)

### UNIVERSITY OF CALIFORNIA, SANTA BARBARA

Isla Vista, CA

#### Bachelor of Arts, Economics

June 2006

- Team Captain: Women’s Rugby team
- Vice President of Public Relations: Delta Delta Delta Women’s fraternity (Gamma Theta chapter)

## EXPERIENCE

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### UNIVERSAL STUDIOS HOME ENTERTAINMENT

Universal City, CA

#### Senior Manager, Digital Content Strategy & Research

Nov 2016 – present

Directed team of four professionals in over \$1Million of annual quantitative and qualitative research and analysis projects of fastest growing segment within home entertainment market

- Promoted from Manager to Senior Manager one year ahead of peer group
- Directed \$400k market segmentation initiative; recommendation to target emerging high-growth potential psychographic segment overwhelmingly approved by Executive Management
- One of three experts hand-picked to join industry panel discussion at 2014 Consumer Electronics Show

#### Manager, Global Customer Operations (IT Liaison, Reporting, & Special Projects)

Jan 2010 – Nov 2016

Established new department. Centralized management of 4 different IT systems by developing an IT-specific critical path based on corporate initiatives and priorities

- Advised senior management team of opportunities to manage retail inventory and process sales orders more efficiently, resulting in improved order cycle time by 1 day and retail inventory by 4%
- Evaluated affordability of legacy CRM systems via financial modeling, scenario simulations, and assessing risks of transitioning to a new CRM system. Analysis resulted in recapturing \$250k and avoiding allocating towards a misaligned database management tool
- Implemented business processes to track against business partner’s Key Performance Indicators, resulting in improved studio rankings in 2012 and awarded Vendor of the Year in both Department and Category

### ACCENTURE

Madrid, Spain

#### Manager, Engineering Quality and Technology Strategic Research

Sept 2006 – Jan 2010

Led engagements and trained most of department new hires to conduct dozens of IT risk assessment projects for Spanish subsidiaries of Fortune 500 firms. Interacted directly with client’s senior and executive management

- Analyzed pricing for third party merchandising contract negotiations, decreasing overall rates by 12% and saving nearly \$1 Million
- Oversaw implementation and assurance efforts of Sarbanes Oxley technology compliance procedures at Spain’s leading bank, Spain’s leading insurance group and various US traded technology companies
- Evaluated projected ROI of replacing IT infrastructure at leading credit card company as part of IT strategy business alignment initiative; modeled projected business risks and developed alternatives, thereby streamlining evaluation processes and giving client’s new senior management metrics

## ADDITIONAL INFORMATION

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- Languages: Fluent in Spanish, Urdu, Hebrew, Mandarin, and Cantonese
- Interests: competitive knitting, jazz piano, Krav Maga and other mixed martial arts, animal rescue