

Ryan L. Sievers, MBA

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High Level Business Strategy Professional

Accomplished and effective business strategy maven, creative thinker, and team leader with a reputation for execution. Open-minded strategic thinker, planner, and communicator offering 11+ years of high level business strategy, project management, and marketing communications expertise across a wide range of industries. Proven ability to successfully execute in complex environments, enhanced by strong team building and leadership prowess. Results-driven with a deep passion for understanding client needs. Meets business objectives and exceeds expectations.

Areas of Expertise

- Strategic Business Planning
- Management Consulting
- Team Building & Team Leadership
- Program & Project Management
- Change Management
- Fiscal & Budget Planning
- Brand Development & Management
- Marketing Communications
- Client Relationship Building

Education

Master of Business Administration, International Management (Awarded 2001)
United Business Institutes, Brussels, Belgium

Bachelor of Arts, Anthropology with minors in Design Studies and International Studies (Awarded 2000)
Iowa State University, Ames, IA

Independent Studies in architecture history—credits directed to BA at Iowa State University (Attended 1999)
Harvard University, Cambridge, MA

Independent Studies in Japanese language and culture—credits directed to BA at Iowa State University (Attended 1998)
Michigan State University—Japan Center for Michigan Universities, Hikone, Japan

Archaeology Field School—credits directed to BA at Iowa State University (Attended 1996)
University of Colorado at Boulder, Managua, Nicaragua

Proven Methodology

- Project-manage for success, with a roadmap—plan the path, survey the path ahead and course-correct as deviations are anticipated.
- Establish KPIs to measure project successes and quality, as well as calibrate with client expectations and satisfaction.
- Influence key participants and decision makers throughout project lifecycle to ensure buy-in and successful project launches.
- Pilot critical projects before large-scale roll out to ensure glitch-free debut and operation.
- Drive for continual internal efficiency and efficacy to maintain agility and business environment awareness, including fiscal and budget responsibility.
- Promote and foster a team culture of win/win possibilities, team play and assists, and continual betterment.
- Steadfast moral and ethical leadership in a diverse and globally dispersed team environment.
- Passionate and excited about tackling the challenges of the business, but methodical and prepared.
- Gained experience across industries including small businesses, mid-sized enterprises, non-profit organizations, first and second-round start-ups, banking and investment firms, film industry companies, agro-business, law firms, music artists/studios, photographers, enterprises, and educational institutions.

Technical Skills

- Microsoft Windows (XP, Vista, 7, 8 BETA), WP7
- Microsoft Office (Word, Excel, PowerPoint, Project, Lync, SharePoint); Visio
- Microsoft Office 365
- Adobe CS (Photoshop, Illustrator, Dreamweaver, Acrobat); Web Site Design
- MindJet MindManager

Demonstrated Results

- Directed launch of new company with business plan, revenue model, brand identity, web site and PR with on-target revenue earnings at Marc-Ryan & Co.
- Drove budget centralization program slated to save 700 person-hrs of process and \$5M+ in budget efficiencies for MBS division in a single FY at Microsoft.
- Spearheaded vendor management program to streamline 10+ global vendors and \$15M+ in services, projected to gain \$2.5M in efficiencies next FY.
- Stabilized organization of 8 distinct functional groups by streamlining operational processes and creating a unified RoB across global teams.
- Following 2008 financial crisis, revamped R&D team fiscal process and budget discipline to save \$1.5M+ from Q4 FY09 budget.
- Founded, directed, and managed a profitable premier business strategy, marketing communications, and project management consultancy, Sievers & Co.
- Successfully rebranded 10+ mid-size corporate and non-profit clients with planning and execution of identity launch and brand management programs.
- Enabled sales increases (+8% average) for small-size clients through combination of business strategy and brand management programs.
- Successfully deployed organization-wide internal training and development programs for clients to promote and implement business strategy changes.
- Guided key business planning and branding efforts for the successful launch of 8 first-round start-up businesses, exceeding first year revenue targets.
- Consistently delivered targeted results to clients: Increased brand awareness, customer retention, market share, and new opportunity follow-through.
- 96% client satisfaction and project success rate for Sievers & Co. clientele from 2001 to 2008.
- Actively wrote and web-published numerous business essays and case studies providing analysis of current business issues and events.
- Achieved top 5% student survey rating for 14 consecutive academic semesters over five years, and an average student attendance of 91%, at CCAC.
- Received multiple peer and student body accolades for the creation and classroom-use of innovative group-interactive experience projects.
- Recipient of the Golden Web Award from the International Association of Web Masters and Designers in 2003 and 2004.

Career Path

Business Director, *Marc-Ryan & Co.*, Chicago, IL (July 2011 – Present)

- Business launch director responsible for establishing business plan and strategy, revenue model and fiscal planning, and executing company vision.
- Designed and launched the company brand identity, brand development strategy, and public relations program.

Senior Program Manager, *Microsoft Corporation*, Redmond, WA (October 2008 – June 2011)

- Boosted efficiency and efficacy of core ERP R&D team through program management of division-wide strategic projects to maximize performance.
- Directed state-of-the-business analysis to pinpoint critical issue areas for the organization and target systemic problems with process and change plan.
- Performed as a positive change agent for the organization and proactively managed group culture across a highly distributed global organization.
- Aggregated and synthesized current sources of business data to provide situation analysis and to proactively guide organizational decision making.
- Organized and managed global privacy compliance program for all ERP and CRM products shipped from the division, averaging 1,200 releases annually.

Principal Business Strategy Consultant, *Sievers & Company*, Pittsburgh, PA (September 2001 – September 2008)

- Designed tailored business and corporate identity strategies to enable increased operational and market performance and improved program ROIs.
- Planned and executed long-term and mid-range business and marketing strategy projects formulated to leverage clients' competitive advantages.
- Won company-wide buy-in for strategic business and marketing solutions that successfully repositioned the client to out-manuever competitors.
- Cultivated a collaborative and partnership-oriented consulting environment to facilitate mutual successes.
- Consistently delivered measurable and quality results for clients across project life cycles while meeting budget, scope, and time commitments.

Adjunct Professor, *Community College of Allegheny County*, Pittsburgh, PA (August 2003 – September 2008)

- Taught engaging undergraduate business courses with an emphasis on business management, the marketing environment, and the principles of finance.
- Created innovative group-interactive learning and experience projects for students to apply their academic business knowledge to real-world scenarios.
- Lectured on the corporate circuit on contemporary business issues and the real-world application of new management theories.

Freelance Design Consultant, Cedar Rapids, IA; Brussels, Belgium; Chicago, IL (1999 – 2001)

- Designed and implemented web sites, including site architecture and graphical design for clients developing their first online presence.
- Planned Internet growth strategies for clients to take advantage of up-and-coming technologies and web-based services.
- Created and developed logos, brands, trade dress, and design elements for clients.