CATHY MORAN
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SUMMARY

Senior-level Manager with strong communication and relationship building skills and a passion for innovation. Unique ability to map a creative business vision and to secure company, partner and customer support for multimillion-dollar projects.

EXPERTISE

- Strategic Planning
- Process Improvement
- Sustainability Strategies & Frameworks

- Marketing Strategy
- Complex Program Management
- Corporate Social Responsibility & Sustainability Reporting

- Partnership Development
- Technology Commercialization
- Business Model Development

PROFESSIONAL EXPERIENCE

UNIVERSITY OF CALIFORNIA SAN DIEGO, La Jolla, CA   **2008 – present**
Lecturer

- Develop and deliver business courses in business ethics, sustainability and corporate social responsibility for undergraduate, extended studies and corporate education students in traditional classroom, remote and online learning environments.

CONSULTANT, Encinitas, CA   **2007 – present**
Principal

- Work with organizations to drive growth and enhance shareholder value by integrating sustainability into business strategies. Services include business strategy development and sustainability planning, team facilitation, assessments and reporting.

INTEL CORPORATION, Santa Clara, CA   **1996 – 2006**
Senior Manager

- Established the CEO-to-CEO relationship between Craig Barrett of Intel and Larry Ellison of Oracle by brokering the first-ever as well as follow up meetings between the two. Defined Intel's objectives and strategies for these and additional Intel-Oracle senior executive meetings. Developed the Intel-Oracle relationship that resulted in a shift of the majority of Oracle customers' new deployments from competitors' platforms to Intel platforms.

- Drove the accomplishments of a complex $17M Intel program with IBM that resulted in the successful launch of Intel's major new architecture, Itanium.

- Expanded and strengthened key customers' preference for Intel by creating enthusiasm for the potential of emerging technologies to deliver competitive advantage. Established global partnerships with BP and Procter & Gamble on proof of concept projects that enabled these customers to leverage emerging capabilities and delivered showcase solutions that accelerated demand for Intel platforms.

- Initiated relationship between Intel's and IBM's financial services industry teams and developed the engagement framework that resulted in a successful multi-year joint marketing program. Secured commitment of IBM Financial Services group in Asia to joint banking "Branch on Demand" solutions program.

- Negotiated and closed the first worldwide Intel-IBM solutions programs involving IBM Global Services, IBM industry sales teams and IBM's xSeries product group resulting in delivery of the $1.3M Trade Promotion Management Solution Program for IBM's retail/distribution industry sales team and the $530K SAP Growth Program for multiple IBM industry sales teams.

- Drove market development by designing, producing and presenting a retail industry concept solution supporting messaging for a range of Intel products and technologies. Presented the solution on stage before >1000 people with Intel CEO Craig Barrett at a major conference. Supported other senior executives who adopted and showcased this solution at industry events worldwide.

- Strengthened performance of Intel's corporate venture capital portfolio by evaluating prospective investments, consulting on deal structure, providing business and technology guidance to portfolio companies, and matchmaking companies with channel partners and Fortune 500 customers.

ORIENT OVERSEAS CONTAINER LINE, Santa Clara, CA   **1994 – 1996**
Project Manager, Software Development

- Established and managed intricate software development schedules for a three-year $40M project to migrate enterprise decision support systems from Hong Kong-based mainframe computers to a globally distributed system architecture.

- Recruited project managers, engineers and software developers globally and implemented career development plans that increased developer retention.

- Enhanced the quality of software code by developing project documents: Design Process Guidelines, Development Task Descriptions, and Coding Standards.

HOSPITALITY INDUSTRY, San Francisco Bay Area, CA   **1987 – 1993**
Director of Sales & Marketing

- Developed market entry strategies for two new hotels; exceeded sales plans for each by 47% and 22%, respectively.

- Launched prototype product group successfully by training Directors of Sales in marketing strategy and market entry sales techniques.

- Led team in development and implementation of regional marketing plans for 48 hotels in three western states as elected president of a regional industry association.

EDUCATION

MBA, The Anderson School at the University of California, Los Angeles
BS, Business Administration, California State University East Bay

PROFESSIONAL MEMBERSHIPS

International Society of Sustainability Professionals

ADDENDUM

COURSE DEVELOPMENT & TEACHING EXPERIENCE

SUBJECT MATTER	INSTITUTION	STUDENTS
Sustainable Product & Business Model Innovation	Rady School of Management, UCSD	Upper division undergraduates
Business Ethics and Corporate Social Responsibility	Rady School of Management, UCSD	Upper division undergraduates
Sustainability	UCSD Corporate Education	MBA candidates
Sustainability	UCSD Extension	Upper division undergraduates to mid-career professionals (classroom and online teaching)
Environmental Management Systems	UCSD Corporate Education	Senior officers of the Egyptian military
Strategies and marketing for multiple industry segments	Intel Corp.	Intel employees including field sales staff

PUBLIC SPEAKING EXPERIENCE

EVENT	LOCATION	DATES
UCSD Extension Open House	La Jolla, CA	Sep 2008; Sep 2009
SoTeC Conference (information technology conf.)	Long Beach, CA	Aug 2008
Internet World – Technical demonstration in Intel CEO's Keynote to open conference	New York, NY	Oct 1999
Internet World – Digital Fashion Forum	New York, NY	Oct 1999
Real Strategies for Virtual Retail	New York, NY	Sep 1999
Real Estate Industry Marketing Seminar	Irvine, CA	Sep 1999
Internet Commerce Expo	Boston, MA	Mar 1999
Grocery Management Association Conference	Atlanta, GA	Dec 1998
Toastmasters	Fremont, CA	1991 - 1993
Hotel Sales & Marketing Association (various events)	California	1986 - 1988