

SCOTT A OLSON, MBA, PMP, CPSM

Marketing operations professional with 10+ years experience devising strategies, innovating and implementing business initiatives that address challenging markets, solve problems, and optimize processes.

- Spearheaded 5 person Marketing Solutions Team at Fortune 500 company, responsible for \$26M annual budget, streamlining processes, and ensuring on-time delivery of 2,796 marketing projects.
- Initiated customer mail-back program for recycling 1000s of used products. Sourced vendors for Sustainable Forestry Initiative (SFI) and Forest Stewardship Council (FSC) program.
- Increased revenues by 19% within 18 months by planning, developing, and building new customer market in Southern California; created and managed new regional customers and accounts.

Drives teamwork and strategy, product/services development, technology and engineering, scheduling, customer services, oversight and training of marketing and sales solutions.

ADDITIONAL ACCOMPLISHMENTS

- Eliminated time and materials expenses by 37%, saving \$234k per order, by innovating customer kits, improving quality and reducing delivery time by 3 weeks.
- Endorsed for excellence in customer service by 450 global marketers, sales representatives, managers, and colleagues at a Fortune 500.
- Relocated two fulfillment centers in the US, saving \$3.2M, included design of workflow, staffing, and installation of equipment and automated systems.

EXPERIENCE

Scott Olson and Associates, Los Angeles CA 2015 - present
Marketing Operations Manager

Create, align, and automate marketing strategies and processes at healthcare and training companies to increase ROI by acquiring and retaining customers.

Santa Barbara Business College, Ventura CA 2015 - present
Adjunct Faculty / SBB College School of Business MBA and Undergraduate Programs

Amgen, Thousand Oaks CA 2006 - 2014
Sr. Project Manager (*contract position 2014*)

Redesigned SAP systems to reduce product packaging errors by 40% at five manufacturing centers in Europe and America.

- Planned projects for 3 cross-functional teams of 48 executives, subject matter experts, and vendors.

Marketing Operations Manager (*contract positions 2006-2014*)

Drove planning and execution of products and services to support clients and 1,400 sales & marketing reps.

- Accomplished 99% on-time, 97% on-budget delivery for 447 print/digital marketing projects for 8 consecutive months by optimizing vendor/client processes.
- Launched IBM WebSphere e-commerce program; supported & trained 450 sales reps and marketers.
- Achieved \$2.3M annual savings by establishing a fulfillment program that managed marketing resources for thousands of sales reps in the US and Puerto Rico.

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Marketing Project Manager, Los Angeles CA (*multiple contract positions*) 2004 - 2006

Pacific Communications (Allergan): Orchestrated teamwork for development of digital & print campaigns.

J Walter Thompson: Scheduled production and sourced outdoor and lenticular ads & websites for clients.

McElroy: Dissolved bottlenecks, delivered \$3M of products on-time/on-budget for Nescafe' TV campaign.

Teleflora: Trafficked team workflow for design and production of POM Wonderful & Teleflora advertising.

PRIOR EXPERIENCE

Began career in and promoted to Supervisor of inventory/warehouse at a 50,000 sq. ft. publications center. Subsequently promoted to Editor's Assistant with responsibility for planning, scheduling, and producing 40,000 quarterly magazines. Eventually, at Human Dynamics International, planned and delivered sales support and 100s of training programs to executives in the US and Singapore.

EDUCATION

M.B.A., Martin V. Smith School of Business & Economics, *California State University Channel Islands* 2013

B.S. Business Management, *University of Phoenix* 2004

Other Courses: Agile Project Management, Big Data, Ethics, Google Analytics, Systems Thinking 2015 - 2016

CERTIFICATIONS / LICENSES

Project Management Professional Certification (**PMP**), *Project Management Institute* 2008 - present

Certified Professional in Supply Management (**CPSM**), *Institute of Supply Management* 2010 - present

Licensed Facilitator, Individual and Team Empowerment, *Human Dynamics International* 2002 - 2004

VOLUNTEER / COMMUNITY SERVICE

TEDx Camarillo, Camarillo Public Library, Camarillo, CA 2017
Speaker Wrangler

Outstanding Professionals Employment Network, Ventura County, CA 2014 - 2015
Marketing Director

Habitat for Humanity, Oxnard, CA 2013
Painter, Gardener at home of disabled persons

Project Management Institute, California Central Coast Chapter, CA 2010 - 2011
Director of Operations

Community Emergency Response Team (CERT) LA County Sheriff, Topanga, CA 2010
Operations Director

International Coach Federation, Los Angeles Chapter, CA 2004
Marketing Director

INTERESTS

Mountain biking and award-winning 12-hour endurance single speed cyclist.