

Kristina R. Senft

SUMMARY

Energetic, creative MBA grad with a passion for sales and marketing seeking role with an employer who provides an open, collaborative, and new-age work environment with opportunities to grow

√ Expert Communicator/Collaborator
√ 7 Years CRM Salesforce.com Manager
√ Marketing & Entrepreneurship MBA

√ 12 Years Project Manager
√ Collaborative Team Member
√ Vast cross-functional experience

EXPERIENCE

Beckman Coulter

Brea, CA June, 2018 – Present

CRM and Project Manager, Commercial Operations

- Creating strategic vision to improve sales effectiveness by growing Salesforce.com functionality
- Managing SFDC Lightning project for North America and Asia Pacific regions
- Crafting meaningful KPIs and SFDC workflow processes for strategic focus groups

Johnson & Johnson - Biosense Webster, Mentor, Cerenovus, Acclarent Irvine, CA July, 2015 – June, 2018

Customer Relationship Management Manager, CSS Group

Salesforce.com platform business owner for four Johnson & Johnson companies

- Maintained meaningful relationships with each organization's VPs → meaningful CRM tools
- Successfully deployed Lightning on Salesforce.com
- Created customer scheduling application (SFDC) improving customer experience and optimized resources
- Reduced BWI quote creation time by 52%; launched automated quote/contract generation (CPQ/CLM)
- Created Cerenovus CRM work flow process to track new product
- Enhanced Acclarent team's ability to manage trunk stock via custom Salesforce.com application
- The right Mentor product at the right time! Created automated tool for salesforce team

Stretch Assignments with Marketing Team:

- Created educational warranty video for patients and plastic surgery offices to increase brand awareness
- Created competitive target analysis for Biosense by collaborating with 3rd party market research firm, IMS, leading to the creation of the organization's first ever purely competitive "hunting list"
- Created "market potential heat maps" for the President of BWI to reference on customer visits

Johnson & Johnson - Biosense

Diamond Bar, CA May, 2013 – June, 2015

CRM & Sales Analytics Manager

Responsible for sales & marketing analytics, and building Salesforce.com platform

- Created organization's first CRM database in Salesforce.com; new competitive insights for improved analytics, target marketing and segmenting
- Improved BWI's ability to meet customer's needs by launching first ever automated business planning process to US sales team in Salesforce.com
- Developed meaningful analytics and key performance metrics by translating market trends; partnered closing with Marketing team to create most meaningful messaging and segmentation

Neudesic – IT Consulting

Irvine, CA May, 2012 – May, 2013

Marketing Manager

Responsible for all marketing functions for 15 IT practice and solution consulting services

- Managed marketing campaigns for each IT service, including creation of marketing messages
- Led creation of new website for Neudesic's subsidiary, Amerishore & CRM section of main website
- Developed Neudesic's messaging, marketing collateral and web content
- Segmented market to build new promotion plans and create strategic recommendations

Central Drugs Compounding Pharmacy – Healthcare

La Habra, CA 2011

Marketing Consultant

Contract position responsible for creating a marketing and sales structure and strategy

- Re-designed company's branding and messaging; 24% increase in leads captured at trade show
- Created standardized sales and marketing processes increasing "active physicians" by 18%

Hollister Incorporated- Medical Device

Libertyville, IL 2006 - 2010

Global Supervisor, Customer Care, 2010

Managed international call center with seven direct reports

- Maintained and improved customer relationships with top customers
- Exceeded customer service level expectations set by senior leadership for first time in Hollister's history by implementing new meaningful metrics & re-designing organization of team

Global Marketing & Supply Analyst, 2006 – 2009

Responsible for creating global demand plans and analytics; facilitating cross-functional decision making between the marketing and operations teams

- Reduced backorders and improved customer service by lowering global forecast error by 50% upon creation of a new global demand planning process (including implementation of SAP's APO)
- Created enhanced awareness market's specific product portfolio by leading cross-functional global demand planning meetings
- Led three-day workshops in the Brazil and European's local offices. These workshops elevated the marketing team's knowledge of demand, market and forecast planning
- Developed content management efficiencies for the US sales team by implementing the "content" platform of Salesforce.com and by leading sales teams' training sessions

Abbott Laboratories, Pharmaceutical

Gurnee, IL 2005 - 2006

Strategic Analyst

Responsible for identifying, analyzing, and implementing strategic supply chain optimization opportunities

EDUCATION

DePaul University, Chicago, 2011

MBA, Marketing and Entrepreneurship

Michigan State University, 2005

Bachelor of Business, w/ specialization in int'l business

Bachelor of Arts & Letters, German

STUDY ABROAD PROGRAMS

Chulalongkorn University, **Bangkok, Thailand, 2004**

Fachhochschule, **Konstanz, Germany, 2003**