

## **EXECUTIVE PROFILE**

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Visionary executive with over 30 years of experience and demonstrated success. Effective in start-up, Fortune 500, turnaround and fast-paced environments and brings strong leadership and operational skills.

### **Areas of Expertise**

- Strategic planning
- Board collaboration
- Customer and partner engagement
- Leadership development
- Sales and distribution channel development
- Communications
- Product development and lifecycle management

## **PROFESSIONAL EXPERIENCE**

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### ***President and CEO, Aloha United Way, HI (2014 to Present)***

As President and CEO, hired by the Board to elevate revenues, donor and community support, and employee morale.

- Modified Aloha United Way's approach, structure and culture which resulted in improved and diversified revenues, community relationships and employee morale
- In 2016, collaborated with the Board, nonprofit sector, government agencies, business, philanthropy and community to develop the 2017-2021 Strategic Plan
- Leveraged Systems Thinking Practice to support pivot toward collaborative, cross-sector partnerships to address root causes and long-term systems change
- Commissioned the first statewide report on Hawaii's working poor families and their economic challenges to achieving financial sustainability

### ***Vice President, Sales and Marketing, CBI Polymers, Inc., HI and TX (2011 to 2014)***

CBI Polymers was an early stage start-up that manufactured a nuclear decontaminant for the international nuclear, industrial, and government markets. Responsibility included business and channel development, revenue plan, marketing and public relations.

- Advanced the nascent go-to-market strategy
- Developed international distribution and sales channels and secured domestic and international customers
- Collaborated with R&D to operationalize product management best practices
- Consolidated company operations in Texas

***Executive Director, Hawaii Meth Project, HI (2009 to 2011)***

The Hawaii Meth Project was a large-scale prevention program aimed at reducing methamphetamine use among teens. The White House recognized the Meth Project as one of the most influential drug programs.

- Founding executive director reporting directly to the Board
- Developed working partnerships with Hawaii Department of Education, University of Hawaii, John A. Burns School of Medicine, county police departments, county drug courts, substance abuse treatment providers and youth correctional facilities
- Established a teen advisory council which was transformational in engaging peer-to-peer communication, support and networking
- Developed a statewide volunteer network
- Scaled the funding base to include private donors, foundations and state government

***Director of Operations, de Reus Architects, Inc., HI (2007 to 2009)***

de Reus Architects is a prominent architectural firm specializing in luxury resorts and residences. Managed operations including client and project management, finance, human resources, marketing and public relations.

***Co-founder, Restaurant, HI (2004-2007)***

Restaurant was sold in 2007. Concurrently provided business consulting services.

***Vice President, Sales and Marketing, Call Sciences, Inc., NJ***

***Director, Business Development, Unified Messaging Division, iBasis, Inc., MA (2000-2004)***

Call Sciences was Cisco System's largest Internet Telephony Service Provider customer. The Unified Messaging Division developed and sold unified messaging software and hosted services to global cellular companies. Advanced the go-to-market strategy and executed sales in the enterprise, consumer, and service provider markets. iBasis sold the Unified Messaging Business Unit in 2002 to Call Sciences.

- Assisted in positioning of the business unit sale to Call Sciences
- Increased Call Sciences new business revenues by 60%
- Closed the largest international customer whose revenues grew 150% in 12 months
- Collaborated with engineering to develop and implement product lifecycle management

***Vice President, Marketing, MediaGate, Inc., CA (1998-2000)***

MediaGate was a Silicon Valley start-up that developed and sold unified messaging solutions to telecommunications and Internet Telephony Service Providers.

- Developed the marketing strategy to create brand awareness
- Collaborated with engineering to support the product introduction and accelerate sales
- Represented the industry and MediaGate as an international speaker

***Marketing, Sales, Customer Service, IBM and ROLM Corporations, CA (1982-1998)***

## **EDUCATION**

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- United Way Executive Leadership Development Program, 2016
  - Center for Creative Leadership, NC
  - Strategic Planning for Nonprofit Management, Harvard Business School, MA
  - Deloitte University, TX
- Bachelor of Business Administration, University of Hawaii, 1982

## **COMMUNITY SERVICE AND BOARD MEMBERSHIP**

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- Steering Committee, City and County of Honolulu, Office of Climate Change, Sustainability & Resiliency, 2017 to present
- Mentor, Hawaii Chamber of Commerce Young Professionals, 2017 to present
- Diversity and Inclusion Committee, United Way Worldwide, 2015 to present
- Chair, Systems Change Committee, Homeless Veterans Taskforce, HI, 2015 to present
- Coach, Executive Transition Assistance Program, Joint Base Pearl Harbor-Hickam, HI, 2016
- Volunteer, Kapiolani Medical Center for Women & Children, NICU, HI, 2015-2016
- Volunteer, Humane Society Cedar Creek Lake, TX, 2014
- Board of Directors, Friends of H.O.P.E., HI, 2009-2013