

Shelly Cutrer

SHELLY CUTRER
Reside in Chandler, AZ
shellycutrer.com (portfolio)
linkedin.com/in/shellycutrer

Consultative sales and marketing professional with over 20 years experience presenting comprehensive business solutions. Majority of my career has been in enterprise sales, selling to C-level executives. Experience in higher education, EdTech, franchise, healthcare, data analytics, SaaS, and industrial supply (MRO) industries. Self-starter with leadership experience.

SKILLS

- Enterprise Sales
- Leadership + Organizational Development
- Design + Content Creation
- Marketing
- Sales Forecasting + Process Implementation
- New Business + Startups

PROFESSIONAL EXPERIENCE

Colorado Technical University – Colorado Springs, CO (Remote)
(Higher Education)

3/8/2021 — PRESENT

Sr. Corporate Partnerships Manager: *Recruited to be the face of university to external businesses including, Fortune 500 companies for CTU's newly established Center for Corporate Engagement, formally- CTU Education Alliance Center.*

- Represent entire range of CTU programs and services to the B2B marketplace with goal to drive university growth and obtain new corporate partnerships (target partners have \$5,250 in tuition reimbursement)
- Signed and manage university's largest corporate partners including UPS, Common Spirit, U-Haul and more.
- Create marketing collateral and industry-related research materials, to help win business. Created and facilitated several trainings based upon my research efforts, to colleagues and team members including; Competitor Analysis and Industry Overview, EdTech Trends and A Guide to Purpose-Driven Education Benefits from a Talent, HR, L&D and Executive Leadership perspective (see portfolio).
- Participate in industry leading conferences and host virtual + in-person university meetings with Chief Human Resource Officers, Chief Learning Officers and other senior-level executive decision makers
- Exceeded assigned growth target and new partner acquisition goals in 2021, 2022 and, 2023

Modern Acupuncture -- Scottsdale, AZ
(Franchised Alternative Healthcare)

7/8/2019 — 2/28/21

Marketing Director: *Initially hired as a consultant to assist with creating the marketing department from the ground up. Promoted to new marketing director after 5 months. Head of marketing for brand and franchised clinics.*

- Led the development of branding initiatives including research, product launch and marketing strategies for the brand and 50+ franchised Modern Acupuncture clinics across the country
- Redesigned brand website, created brand manual, marketing playbook and training materials such as organic social media management, community partnerships, lead management + engagement, referral programs and franchise sales
- Developed and implemented a multi-touch point strategy for local and national marketing campaigns (including traditional, digital and grassroots channels) to increase brand awareness and promote specific brand initiatives
- Submitted proposals and negotiated contracts with local and national media partners, vendors and targeted public relations partners such as National Geographic, SiriusXM, Forbes and Fox
- Led all digital initiatives including SEO, SEM, SMM, paid search, reputation management, and website metrics

Study.com -- Mountain View, CA (Remote)
(Higher Education-Education Technology)

8/6/2018 — 7/1/2019

Director of Partnerships: *Recruited to launch new business unit (Enterprise Solutions) and develop go-to-market strategy to compete in the education technology sector selling professional development (workforce skills) content.*

- Developed strategic partnerships with Fortune-ranked organizations to offer employees a low-cost college degree pathway to partner schools such as Purdue Global, WGU, Liberty, Thomas Edison and others.
- Assigned multi-state territory to introduce and grow internal Working Scholars initiative to targeted cities including elected officials and city administrators (city managers, mayors, human resources and council members)
- Used research and analytics to increase awareness of Study.com partnership benefits to key enterprise organizations in industries such as retail, hospitality, manufacturing, finance, food + beverage and healthcare

Intellimed -- Phoenix, AZ
(Healthcare Data Analytics and SaaS)

7/17/2017 — 8/1/2018

Regional Vice President Business Development: *Recruited to build new business development team in the southwest region. Responsible for procuring new partnerships in the healthcare industry by way of selling data analytics and software.*

- Created sales strategies, building revenue-generating pipelines and developing relationships within the healthcare industry and healthcare data analytics market including strategy, marketing and business development departments
- Facilitated in the hiring and training of a business development team across a six state territory
- Utilized a consultative and relationship-based sales approach that resulted in several RFP's for 3-year new contracts worth more than \$750K in new revenue

Grainger -- Lake Forest, IL (Remote)
(Industrial Supply-MRO)

11/30/2014 — 7/14/2017

Commercial Account Manager: *Developed new business and managed assigned accounts for a multi-million dollar territory in the MRO (building supplies) industry.*

- Signed several new key accounts including largest utilities company in the state, Salt River Project, Safeway, Shamrock Foods Company and AT&T
- Worked directly with executive and senior-level decision makers in strategy, finance, operations, procurement and purchasing
- Contract development and realization of complex national and regional multi-site customers for various industries including retail, manufacturing, utilities, commercial, healthcare, technology and hospitality

Apollo Education Group -- Phoenix, AZ
(Higher Education)

10/1/2010 — 11/1/2014

National Account Executive: *Responsible for B2B development within the Fortune 500 for University of Phoenix and Apollo Group Inc. Recruited to help build newly created Workforce Solutions team that grew from 12 to 300.*

- Developed custom tailored corporate education programs to help map out employee competencies that resulted in dozens of Fortune-ranked enterprise partnerships worth several million annually
- Worked with international clients to create partnerships for Apollo's Global education network including; ULA (Mexico), BPP (UK) and Bridge School of Management (India)
- Helped build the Workforce Solutions team of over 50 individuals nationally, to drive client business initiatives forward
- Winner of 2013 Chief Learning Officer Magazine Learning in Practice Award. Awarded the "Silver Excellence in Academic Partnerships" at CLO Symposium for work with Best Western International

Account Executive + Sr. Admissions Manager Roles – University of Phoenix, Phoenix, AZ

6/1/2003 — 11/30/2010

- Grew student base for the Division of Healthcare and Nursing and College of Education by working with hospitals, healthcare facilities and educational institutions in the K-12 industry
- Negotiated agreements with senior level executives for services, programs and pricing within assigned client base
- Exceeded assigned target growth goals annually

EDUCATION

Executive Certificate, Innovator's Accelerator- Apollo Education Group

November 2013

Master of Information Systems and Technology- University of Phoenix

August 2008

Bachelor of Science in Business Administration and Marketing- University of Phoenix

January 2006

ADDITIONAL

Salesforce.com, Adobe Creative Suite, Microsoft Office, LITMOS, Google Analytics, Google Trends, Google + Facebook Ads, Consulting, Graphic Design, Industry-specific Content Creation, Proposal Design, Branding, Public Relations, Social Media, Trainer, Writer + Researcher, Passionate about Marketing and Design. Formal Sales Training.