

EXPERIENCE

Co-Founder of Margro Advisors LLC – Eureka, CA Mar 2016 – present

Providing compliance support services for local cannabis cultivation applicants in Humboldt County

Margro Advisors

Cannabis Cultivation Compliance and Business Development

- Provide education, documentation, and consultation on local and state regulations for farms in Humboldt County.
- Assess and advise cultivators on business strategy and operations for entering into the commercial market.
- Develop plans, application materials, and reports for cultivators to enable them to meet multi-agency enrollment, licensing, and permitting requirements.
- Provide systems infrastructure and processing support for enabling the submission of over 100 state licenses.
- Managed HR, accounting and finances, including payroll for seven paid staffers.

Senior Manager of Cognizant Technology Solutions – San Ramon, CA Nov 2013 – Jul 2015



Marketing Operations & Customer Experience

- Directed \$1M project to engage multiple departments in building a top tier B2B customer experience.
- Built buyer journeys to assess end-to-end customer needs of key personas, across both products and industries.
- Used results to create transformational strategies and build solutions across the customer life-cycle.
- Enabled global lead generation initiatives including lead scoring, metrics, and predictive data analysis.

Strategic Marketing Consultant (independent) – Los Angeles, CA Oct 2007 – Oct 2013

Roles included contracts serving as Director of Product Marketing, and Director of Channel Marketing.

Clients included Fortune 500 companies, SMBs, and start-ups primarily in IT and renewable energy.

Business Intelligence & Industry Analysis

- Conducted extensive research including win/loss assessments, online surveys, personal interviews, discussion forums, analyst reports, corporate filings, and industry publications to optimize business intelligence.
- Used findings to formulate strategic (SWOT) assessments across customer verticals and segments, and conduct competitive analysis to provide insight for product positioning, new market opportunities, and lead generation.
- Generated reports and presented findings with detailed recommendations to product teams and senior executives.

Communications

- Developed multi-channel communication strategies and content for product messaging, PR, and branding.
- Built and issued press releases with media and PR firms for product launches, company announcements, and events.

Demand Generation, SEO & SMM

- Employed tools, including Google Analytics and Marketo, to gain insight into current SEO & SMM levels, A/B testing of content, new demand generation methods, and media campaigns.

Director of Marketing for Soliant Energy – Pasadena, CA Jan 2007 – Oct 2007



Market Strategy & Partner Communications

- Developed marketing strategy to target resellers and other partners in the emerging commercial solar market.
- Directed marketing budget for web development, co-marketing materials, event sponsorships, and tradeshow.
- Led communications between partners, press, industry analysts, government officials and our executive team.
- Built key product value statements to align messaging in whitepapers, technical presentations, and company website.

Demand Generation & Web Marketing

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- Aligned Salesforce.com with email and website tracking to monitor interest from sales prospects, potential solar energy partners, and investors.
- Directed IT team in building company's website and optimizing content to improve SEO.
- Developed online campaigns to maintain partner and customer interest through company news and information.

Senior Consultant for Kanal Consulting – San Francisco, CA Aug 2005 – Dec 2006



Market Research & Industry Analysis

- Conducted extensive international primary and secondary research and used findings to formulate strategic plans.
- Presented findings and key recommendations to senior executives and their staff.

Senior Marketing Manager for PC Mall & eCost – Torrance, CA Oct 2004 – May 2005



Demand Generation & Online Marketing

- Led graphic design team and web developers to launch HP and IBM marketing campaigns.
- Tracked and analyzed customer traffic and sales results, and made strategic recommendations for exec team.

Sales Communications & Partner Strategy

- Developed quarterly plans for \$240M HP business for multi-channel B2B and B2C segments.
- Coordinated with Intel and IBM partners on monthly co-marketing initiatives which included consumer loyalty programs, direct sales discounts, and seller incentives to boost sales and improve margins.

Management

- Led seven member cross-functional team representing IT, purchasing, sales, and marketing to execute strategic plans, roll-out sales promotions, manage inventory and maintain brand consistency.

Senior Program Manager for Sun Microsystems – Menlo Park, CA Jul 1999 – Oct 2004



Strategic Planning, Project Management & Product Launch

- Led a team of 10 managers in product positioning for seven new product launches.
- Generated ROI of 525% using innovative proof-of-concept strategic customer investment program.

Competitive Analysis & Market Research

- Conducted internal and external market research with analysts from International Data Corp (IDC), Gartner Group, Aberdeen Group, and Forrester Research for insight of top competitor business models and sales strategies.
- Facilitated customer councils to gain first-hand insight on new initiatives and validate product requirements.

Management & Training

- Tasked by new Vice-President to set goals, determine roles and responsibilities, and set strategic direction for the department following division reorganization, and oversaw department's MBA intern program.

EDUCATION

The Wharton School, University of Pennsylvania - Philadelphia, PA
Master of Business Administration - May 1999



University of Southern California - Los Angeles, CA
Bachelor of Science in Business Administration - May 1993
Emphasis in Human Resources and Industrial Relations (magna cum laude)