

Lauren LaCerde Merten

Strategic marketing, sales and business development professional with substantial experience in the professional services, nonprofit and pharmaceutical/medical device industries.
Additional expertise includes branding, strategic planning/implementation, fundraising and pursuit management.

PROFESSIONAL EXPERIENCE

SOCIAL VENTURE PARTNERS CINCINNATI

Cincinnati, OH

Executive Director

October 2015 to Present

- Increased number of engaged philanthropic partners by more than 50% in less than one year including corporate partner program
- Facilitated Investment Committee application and evaluation process to identify appropriate nonprofits for investment
- Managed Fast Pitch event and doubled number of attendees and tripled number of sponsors over two-year period
- Served as liaison to Social Venture Partners International – an organization with over 40 affiliates and 3,500 partners worldwide
- Represented Social Venture Partners on Mayor Cranley's Give One for Cincy volunteerism initiative
- Expanded social media presence on all major platforms and solidified consistent messaging
- Led Board committee efforts in attraction, retention and engagement of partners as well as Strategy, Marketing and Finance

PATINA SOLUTIONS

Cincinnati, OH

Managing Director

2013 to 2015

- Opened Cincinnati office and increased revenue from \$0 to \$100,000 per month in <1 year
- Closed first deal within days of starting employment creating revenue stream earlier than any other newly opened office
- Sold company's largest single project resulting in 12-18 month international engagement with total revenue of > \$1.5 Million
- Introduced company to >200 senior executives; qualified as approved vendor for several of region's largest companies in <1 year
- Developed pilot Extended Service Program for client retirees to return on a contracted basis through Patina Solutions
- Managed large, international projects and placements in India, Poland, Saudi Arabia and Southeast Asia

PRICEWATERHOUSECOOPERS LLP

Cincinnati, OH

Client Driver

2010 to 2012

- Served as account manager for 10 Ohio-based retail and consumer priority, non-audit clients including Fortune 1000 companies
- Drove account management activities for client portfolio representing over \$35 million in firm revenue
- Charged with understanding client strategies, buying habits, executives and competitors and conveying knowledge to teams
- Managed proposal process and development including creation of value propositions and executive summaries
- Coached non-sales professionals in relationship development and in preparation for client sales meetings
- Identified economic buyers and developed relationship plans for assigned accounts and drove connections with firm alumni
- Analyzed community involvement in the OH, KY and IN markets to evaluate presence and recommend strategic board placements
- Planned successful CFO forum in conjunction with a PGA golf tournament with 25 CFOs in attendance and celebrity golf speaker
- Created and contributed to marketing materials on a variety of different firm services for a range of business purposes
- Utilized social media for client research as well as for intelligence gathering on individual economic buyers and relationships

THOMPSON HINE LLP

Cincinnati, OH

Practice Administrator - Market Intelligence, Practice Services, Business Development

2004-2010

- Reviewed market social media efforts and capabilities to make recommendations on firm policy and strategy
- Analyzed ten cities to evaluate target markets for strategic growth opportunities and developed competitor profiles of approximately 30 law firms to assess market and competitive position
- Analyzed market penetration based on representation of Fortune 1000, Forbes 2000 and Top 100 Public and Private companies in Ohio to garner knowledge and identify targeting opportunities
- Performed strategic review of firm's eight offices for knowledge enhancement and to support strategic planning initiatives
- Evaluated firm rate structure to determine market tolerance for increases and to address individual client concern
- Examined firm's statutory agent corporation and recommended discontinuation of this service due to liability concerns outweighing historic business generation; Developed and executed plan to resign as agent for more than 1,500 representations
- Served as business manager for seven practice groups including the Corporate group of more than 70 lawyers
- Developed and implemented strategic business plans, vision statements and associated metrics for supported practice groups
- Created comprehensive pricing model for Investment Management team to estimate fees when bidding on work
- Evaluated capacity by office and practice group to assess hiring needs and direct recruiting efforts
- Facilitated partner retreats focused on current market positioning, opportunity identification and strategy development
- Assessed business/competitive intelligence products and made recommendations to firm management
- Led lateral integration planning efforts for at least ten lateral partners within assigned practice groups
- Profiled client base firm wide and by practice area to identify trends and guide both cross-selling and new client targeting
- Developed Thompson Hine Firm Profile marketing piece for use in lateral recruiting and merger discussions
- Created ROI tracking mechanisms for marketing activities to evaluate cost versus benefit

CAP GEMINI ERNST & YOUNG CONSULTING (FKA Ernst & Young Management Consulting)

Cincinnati, OH

1999-2001

Business Development Supervisor

Accelerate Center Sales and Marketing

- Developed and executed marketing plan and branding for newly formed Sales Support division within CGEY
- Refined process for developing new and existing CGEY Business Partnerships
- Evaluated current Business Partnerships through sector/service line mapping, profitability reporting and market analysis

Customer Relationship Management Service Line Marketing

- Weekly tracking, analysis and reporting of CGEY CRM marketing campaigns to CRM leadership
- Developed content and branding for series of sales/marketing brochures for all CGEY CRM solutions and alliances
- Designed external CGEY CRM solutions global and US websites and managed development team of seven
- Assisted in development of CRM Sales Force Optimization solution and CRM Executive Dashboard

CGEY Life Sciences Knowledge Management

- Developed Knowledge Management website for Life Sciences personnel to access and utilize both internal and external resources
- Managed team of five in all phases of development, deployment and maintenance
- Created electronic Knowledge Maps providing links to useful account and solution-specific research and information

Marketing Consulting to Pre-IPO Internet Start-Up Company (Ernst & Young Management Consulting)

- Developed and refined methods and process flows for buyer implementation to expedite training of 50 purchasing departments
- Collaborated with Materials Management Directors to train hospital purchasing staffs on client's eProcurement solution

NOVARTIS PHARMACEUTICALS CORPORATION

Miami, FL

1997

Cardiovascular Sales Specialist

- Identified top prescribers in class of medications and developed sales call cycle to concentrate team efforts on these physicians;
- Evaluated national pharmaceutical sales training program with Director of Training and recommended improvements for future sales curriculum; Led to significant changes in Novartis sales force training
- Increased market share of primary product by 40% and secondary product by 20% within six months

BACKBONE MEDICAL, INCORPORATED

Vero Beach and Miami, FL

1990-1994

Independent Sales and Clinical Representative

- Sold orthopedic implant systems for leading implant manufacturers to orthopedic and neuro surgeons
- Attended surgical procedures as implant and system specialist to ensure best possible implantation of devices
- Increased sales in Vero Beach territory from \$0 to \$300,000 within first year; Promoted to larger, more challenging Miami territory after two years; Doubled sales in Miami territory to more than \$1 million within two years

EDUCATION

UNIVERSITY OF CHICAGO, BOOTH SCHOOL OF BUSINESS

Chicago, IL

1999

Master of Business Administration in Marketing, Strategic Management and Finance

- Selected Marketing Career Advisor, Dean's Student Admissions Committee, 1999 Folies Producer
- Marketing Group, Management Consulting Group, Corporate Management & Strategy Group
- Ten, Fifteen and Twenty year Reunion Committee; Co-Chair for Twenty Year Reunion

THE OHIO STATE UNIVERSITY

Columbus, OH

Bachelor of Arts in Psychology

- Major GPA 3.9, Cum Laude Graduate, Dean's List

OTHER

- Give One for Cincy – Mayor Cranley's 2018 volunteerism initiative, Steering Committee and Marketing/Incentive Committees
- Diverse by Design – Regional Initiative of Agenda 360°/Cincinnati USA Regional Chamber, CONNECT Co-Chair 2014 - 2017
- Walnut Hills High School Association Board Member – Chaired largest student fundraiser - 2013, 2014 and 2015
- Greater Cincinnati Dance Alliance – College Fair Committee, 2013 - 2018
- Cincinnati Ballet, Board of Trustees, Sustaining Trustee - (Chair Academy Committee, Member Marketing Committee), Academy Parents Council, Academy Level Representative and Dancing With Our Stars Co-Chair 2010, 2011 and 2012
- American Red Cross, Cincinnati Chapter - Biker's Ball Marketing Committee
- Junior League of Cincinnati, Program Development Committee Chair
- Former member of Legal Marketing Association and Society of Competitive Intelligence Professionals
- **Mer10, LLC** consulting projects (2000 – Present) including:
 - General marketing, strategy and event support for US wealth management firm
 - Marketing and strategy development and support for blockchain technology start-up company
 - General marketing support for investment fund in the cryptocurrency market
 - Online reputation management assessment and strategy development/execution for collegiate honor society
 - Social media current assessment and expansion evaluation for online retailer
 - Market feasibility study of hyperbaric oxygen therapy business expansion for physician practice
 - Social media strategy development and execution for local coffee shop
 - Strategic marketing plan development for New Orleans event band
 - Detailed business development plan for franchised hair salon entering new market
 - Strategy evaluation and development for office and medical interior design and furniture wholesaler
 - Resume development and review for more than 50 job seekers

Lauren LaCerde Merten

Strategic marketing, sales and business development professional with substantial experience in the professional services, nonprofit and pharmaceutical/medical device industries.
Additional expertise includes branding, strategic planning/implementation, fundraising and pursuit management.

PROFESSIONAL EXPERIENCE

SOCIAL VENTURE PARTNERS CINCINNATI

Executive Director

Cincinnati, OH
October 2015 to Present

- Increased number of engaged philanthropic partners by more than 50% in less than one year including corporate partner program
- Facilitated Investment Committee application and evaluation process to identify appropriate nonprofits for investment
- Managed Fast Pitch event and doubled number of attendees and tripled number of sponsors over two-year period
- Served as liaison to Social Venture Partners International – an organization with over 40 affiliates and 3,500 partners worldwide
- Represented Social Venture Partners on Mayor Cranley's Give One for Cincy volunteerism initiative
- Expanded social media presence on all major platforms and solidified consistent messaging
- Led Board committee efforts in attraction, retention and engagement of partners as well as Strategy, Marketing and Finance

PATINA SOLUTIONS

Managing Director

Cincinnati, OH
2013 to 2015

- Opened Cincinnati office and increased revenue from \$0 to \$100,000 per month in <1 year
- Closed first deal within days of starting employment creating revenue stream earlier than any other newly opened office
- Sold company's largest single project resulting in 12-18 month international engagement with total revenue of > \$1.5 Million
- Introduced company to >200 senior executives; qualified as approved vendor for several of region's largest companies in <1 year
- Developed pilot Extended Service Program for client retirees to return on a contracted basis through Patina Solutions
- Managed large, international projects and placements in India, Poland, Saudi Arabia and Southeast Asia

PRICEWATERHOUSECOOPERS LLP

Client Driver

Cincinnati, OH
2010 to 2012

- Served as account manager for 10 Ohio-based retail and consumer priority, non-audit clients including Fortune 1000 companies
- Drove account management activities for client portfolio representing over \$35 million in firm revenue
- Charged with understanding client strategies, buying habits, executives and competitors and conveying knowledge to teams
- Managed proposal process and development including creation of value propositions and executive summaries
- Coached non-sales professionals in relationship development and in preparation for client sales meetings
- Identified economic buyers and developed relationship plans for assigned accounts and drove connections with firm alumni
- Analyzed community involvement in the OH, KY and IN markets to evaluate presence and recommend strategic board placements
- Planned successful CFO forum in conjunction with a PGA golf tournament with 25 CFOs in attendance and celebrity golf speaker
- Created and contributed to marketing materials on a variety of different firm services for a range of business purposes
- Utilized social media for client research as well as for intelligence gathering on individual economic buyers and relationships

THOMPSON HINE LLP

Practice Administrator - Market Intelligence, Practice Services, Business Development

Cincinnati, OH
2004-2010

- Reviewed market social media efforts and capabilities to make recommendations on firm policy and strategy
- Analyzed ten cities to evaluate target markets for strategic growth opportunities and developed competitor profiles of approximately 30 law firms to assess market and competitive position
- Analyzed market penetration based on representation of Fortune 1000, Forbes 2000 and Top 100 Public and Private companies in Ohio to garner knowledge and identify targeting opportunities
- Performed strategic review of firm's eight offices for knowledge enhancement and to support strategic planning initiatives
- Evaluated firm rate structure to determine market tolerance for increases and to address individual client concern
- Examined firm's statutory agent corporation and recommended discontinuation of this service due to liability concerns outweighing historic business generation; Developed and executed plan to resign as agent for more than 1,500 representations
- Served as business manager for seven practice groups including the Corporate group of more than 70 lawyers
- Developed and implemented strategic business plans, vision statements and associated metrics for supported practice groups
- Created comprehensive pricing model for Investment Management team to estimate fees when bidding on work
- Evaluated capacity by office and practice group to assess hiring needs and direct recruiting efforts
- Facilitated partner retreats focused on current market positioning, opportunity identification and strategy development
- Assessed business/competitive intelligence products and made recommendations to firm management
- Led lateral integration planning efforts for at least ten lateral partners within assigned practice groups
- Profiled client base firm wide and by practice area to identify trends and guide both cross-selling and new client targeting
- Developed Thompson Hine Firm Profile marketing piece for use in lateral recruiting and merger discussions
- Created ROI tracking mechanisms for marketing activities to evaluate cost versus benefit

CAP GEMINI ERNST & YOUNG CONSULTING (FKA Ernst & Young Management Consulting)

Cincinnati, OH

Business Development Supervisor

1999-2001

Accelerate Center Sales and Marketing

- Developed and executed marketing plan and branding for newly formed Sales Support division within CGEY
- Refined process for developing new and existing CGEY Business Partnerships
- Evaluated current Business Partnerships through sector/service line mapping, profitability reporting and market analysis

Customer Relationship Management Service Line Marketing

- Weekly tracking, analysis and reporting of CGEY CRM marketing campaigns to CRM leadership
- Developed content and branding for series of sales/marketing brochures for all CGEY CRM solutions and alliances
- Designed external CGEY CRM solutions global and US websites and managed development team of seven
- Assisted in development of CRM Sales Force Optimization solution and CRM Executive Dashboard

CGEY Life Sciences Knowledge Management

- Developed Knowledge Management website for Life Sciences personnel to access and utilize both internal and external resources
- Managed team of five in all phases of development, deployment and maintenance
- Created electronic Knowledge Maps providing links to useful account and solution-specific research and information

Marketing Consulting to Pre-IPO Internet Start-Up Company (Ernst & Young Management Consulting)

- Developed and refined methods and process flows for buyer implementation to expedite training of 50 purchasing departments
- Collaborated with Materials Management Directors to train hospital purchasing staffs on client's eProcurement solution

NOVARTIS PHARMACEUTICALS CORPORATION

Miami, FL

Cardiovascular Sales Specialist

1997

- Identified top prescribers in class of medications and developed sales call cycle to concentrate team efforts on these physicians;
- Evaluated national pharmaceutical sales training program with Director of Training and recommended improvements for future sales curriculum; Led to significant changes in Novartis sales force training
- Increased market share of primary product by 40% and secondary product by 20% within six months

BACKBONE MEDICAL, INCORPORATED

Vero Beach and Miami, FL

Independent Sales and Clinical Representative

1990-1994

- Sold orthopedic implant systems for leading implant manufacturers to orthopedic and neuro surgeons
- Attended surgical procedures as implant and system specialist to ensure best possible implantation of devices
- Increased sales in Vero Beach territory from \$0 to \$300,000 within first year; Promoted to larger, more challenging Miami territory after two years; Doubled sales in Miami territory to more than \$1 million within two years

EDUCATION**UNIVERSITY OF CHICAGO, BOOTH SCHOOL OF BUSINESS**

Chicago, IL

Master of Business Administration in Marketing, Strategic Management and Finance

1999

- Selected Marketing Career Advisor, Dean's Student Admissions Committee, 1999 Follies Producer
- Marketing Group, Management Consulting Group, Corporate Management & Strategy Group
- Ten, Fifteen and Twenty year Reunion Committee; Co-Chair for Twenty Year Reunion

THE OHIO STATE UNIVERSITY

Columbus, OH

Bachelor of Arts in Psychology

- Major GPA 3.9, Cum Laude Graduate, Dean's List

OTHER

- Give One for Cincy – Mayor Cranley's 2018 volunteerism initiative, Steering Committee and Marketing/Incentive Committees
- Diverse by Design – Regional Initiative of Agenda 360/Cincinnati USA Regional Chamber, CONNECT Co-Chair 2014 - 2017
- Walnut Hills High School Association Board Member – Chaired largest student fundraiser - 2013, 2014 and 2015
- Greater Cincinnati Dance Alliance – College Fair Committee, 2013 - 2018
- Cincinnati Ballet, Board of Trustees, Sustaining Trustee - (Chair Academy Committee, Member Marketing Committee), Academy Parents Council, Academy Level Representative and Dancing With Our Stars Co-Chair 2010, 2011 and 2012
- American Red Cross, Cincinnati Chapter - Biker's Ball Marketing Committee
- Junior League of Cincinnati, Program Development Committee Chair
- Former member of Legal Marketing Association and Society of Competitive Intelligence Professionals
- **Mer10, LLC** consulting projects (2000 – Present) including:
 - o General marketing, strategy and event support for US wealth management firm
 - o Marketing and strategy development and support for blockchain technology start-up company
 - o General marketing support for investment fund in the cryptocurrency market
 - o Online reputation management assessment and strategy development/execution for collegiate honor society
 - o Social media current assessment and expansion evaluation for online retailer
 - o Market feasibility study of hyperbaric oxygen therapy business expansion for physician practice
 - o Social media strategy development and execution for local coffee shop
 - o Strategic marketing plan development for New Orleans event band
 - o Detailed business development plan for franchised hair salon entering new market
 - o Strategy evaluation and development for office and medical interior design and furniture wholesaler
 - o Resume development and review for more than 50 job seekers