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**LAURA WESOLOWSKI**

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Recruiter  
Strategic Government Resources  
City Manager, Palm Coast FL

Dear Recruiter

I recently learned of the opportunity of City Manager, Palm Coast, FL. As a soon to be resident of the city of Palm Coast I was intrigued and excited about this opportunity to get closer to the city, it's people and make it the best it can be. As shown below, my past accomplishments are in line to your requirements for a City Manager.

<b>Your Requirements</b>	<b>My Qualifications</b>
<b>Charismatic professional with top level management experience</b>	Former Director of a \$40MM business unit of a Fortune 500 company.
<b>Proven record.</b>	Established a cost savings of 30% utilizing various resources and partnerships.
<b>Management experience</b>	Former Director for a Fortune 500 company. Led team of 18. Member of Leadership Team.
<b>Strategy</b>	Created and implemented business strategies for various products over an 18month cycle.
<b>Communication and presentation skills</b>	Created technical marketing presentations and assisted in developing product demonstrations.
<b>Bachelors degree</b>	BA from the Montclair State University

These are a few of my accomplishments. I look forward to speaking with you in more detail about my experience. Please feel free to contact me at 1-862-222-2662 (mobile) or Email: [lwes825@gmail.com](mailto:lwes825@gmail.com).

Sincerely,

Laura Wesolowski

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## **SENIOR MARKETING LEADER**

Senior experiential marketing professional with progressive experience in diversified areas of event management on both a global and national level. Strategic thinking and direction, passion and leadership define an innate ability to research, segment, develop and deliver results. Continually promote concepts of integrity, quality, and teamwork. Proficient at autonomously building strong team environments and fostering open communications.

Effective problem-solving ability especially in times of crises. Strong negotiating skills and budget tracking have led to continuous cost savings on average of 30%. Strong resource management allowing for successful leadership on programs without supervision.

Strong leadership skills with multi-culture teams | Strategic Meeting Management | Resource Management | Budget Management and Cost Efficiencies | Alliance and Advocacy Relationships | Creative Branding and Corporate Awareness | Problem Solving | Promotional Marketing Strategy

## **PROFESSIONAL EXPERIENCE**

### **INDEPENDENT CONSULTANT**

**2017 - Present**

- Business Development activities for a start up healthcare tech company: Developing strategic partnerships, content licensing, product distributions, grow userbase through 3rd party integrations.
- Alliance relationship management; Advocacy group relationship management.
- Re-Launch of Woman Owned company via Bio/Pharma procurement, medical, commercial and event planner avenues.

### **NOVARTIS PHARMACEUTICALS (Novartis) East Hanover, NJ**

**2016 – 2017**

#### **Director, Congress Management & Association Relations**

Directed a staff of 18 in customer operations responsible for cross matrix coordination of all association management project phases for Novartis congresses. Managed \$40+M in spend enterprise wide. Designed and managed deliverables and all financial matters related to Service Level Agreements and KPIs.

- Established and implemented a new strategic operating model, specific to enhance the Novartis customer experience.
- Created a harmonized approach to event project management across all Novartis divisions.
- Increased global event effectiveness by defining roles/responsibilities, processes, developing tools, establishing competencies and talent management framework and address resource constraints. Use of surveys provided insight and recognition of improvements. Clarity of roles allowed for stakeholders to focus on their objectives while allowing planner to execute and exceed expectations.
- Generated a cost savings of 20% on sponsorships.
- Harmonized housing management for a cost savings of 35% across all divisions.
- Created a Process Road Map including roles | responsibilities to educate customers on department objectives.
- Cultivated all Medical Association relationships representing Novartis as a strategic partner. Resulting in additional share of voice not only at annual congress but through-out the calendar year.
- Sustained CSAT score of 4.95 out of 5.00 through quarterly random customer surveys.

## WESOLOWSKI (Con't)

**BRISTOL MYERS SQUIBB (BMS)**, Princeton, NJ

**2015 – 2016**

### **Worldwide Congress Management - Customer Engagement**

Responsible for project management of over 100 worldwide congress programs. Oversaw association relationships, developed and implemented project management strategies and operational processes. Directed day to day operations and activities of managed supplier. Designed and developed process mapping for newly designed organization.

**NOVARTIS**, Cambridge, MA

**2006 – 2015**

### **Associate Director, Global Communications**

Partner with key stakeholders of multiple business units, executive leadership, to identify and capitalize on upcoming meetings and association congresses as part of marketing and operational strategies. Strong negotiation skills allowed for solid and fair contracts for all program items, including support, symposium, and management services such as design, ground transportation, hotel and off-site venues, audio-visual, exhibit space, destination management companies, on-site production. On-site supervision of program implementation and execution. Strong understanding of global markets and business methods.

- Created strategies for optimizing each event, executing key events to build relationships, and exploring new opportunities for improvement and identifying future areas to add value and impact.
- Developed and maintained budget reports for all brand teams: by negotiating prices, closely managing programs against budgets, recommending and delivering future cost-savings solutions. Effective negotiation skills drove cost saving on quotes of 30%.
- Implemented an RFP process for exhibit displays, logistics partners, etc selecting the company most aligned with achieving our corporate goals and strategies.
- Strong collaboration with key stakeholders to analyze exhibit effectiveness and refine current programs to increase product knowledge.
- Establish and maintain strong strategic partnerships with corporate communications, legal, medical, ethics, and compliance in order to continuously improve and challenge existing practices and drive innovation.
- Accountable and answerable for management planning and implementation for all global events including Expert Forums, Advisory Boards, and national and international congresses. Receiving 'BRAVO' awards each year along with "Operational Excellence" award.

**BERLEX LABORATORIES**, Montville, NJ

**2001 – 2006**

### **Manager, Meeting and Convention Planning**

Managed implementation of medical programs both domestic and internationally for Symposium, Advisory Boards, Investigator Meetings, Speaker Training programs, etc. Served as key marketing liaison with various advocacy organizations to continually foster relationships and industry wide goals and objectives. Managed multimillion-dollar budget including analysis, research, development, tracking and adjustments.

- Developed and cultivated a Strategic Meeting and Convention Management department including; job analyses, job description extensive hiring phase or plan, developed cost efficiencies across all brands for organization, SOP's, etc. which resulted in \$2Million in savings within first year.

## **OTHER RELEVANT EXPERIENCE**

**AVENTIS PHARMACEUTICALS**, New Jersey

Meeting and Convention Planner

**MERCK-MEDCO MANAGED CARE, LLC**, New Jersey

Manager Meetings and Special Events

## **EDUCATION**

**Mini-MBA - BioPharma Innovation** - Rutgers Business School Executive Education, New Jersey

**Bachelor of Arts, Psychology** - Montclair State University, New Jersey

HMCC - Healthcare Meeting Compliance Certification

Employee Exchange Program / Berlin Germany

## **AFFILIATIONS|ASSOCIATIONS|VOLUNTEER**

IPCAA - International Pharmaceutical Congress Advisory Association

HCEA - Healthcare Exhibitors Association

MPI - Meeting Professionals International

PGA Tour Pro-Am Tournaments

Leukemia & Lymphoma Society