

ANNA BRUNO

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- Education** **CORNELL UNIVERSITY, Johnson Graduate School of Management** **Ithaca, NY**
Master of Business Administration, May 2010
Roy H. Park Fellow: Merit based, full scholarship awarded based on demonstrated leadership
Entrepreneurship and Venture Capital Club; Big Red Ventures; High Tech Club; Women's
Management Council; Marketing Association; Admissions Ambassador
- STANFORD UNIVERSITY** **Stanford, CA**
Bachelor of Arts, June 2004; Honors, Religious Studies; Study Abroad, Oxford University
- Experience** **ENCENTUATE, INC./ ACQUIRED BY IBM** **Redwood City, CA**
2007-2008 ***Integration Marketing Communications Specialist, IBM***
Managed marketing and partner integration after IBM's acquisition of Encentuate in March 2008
- Worked in cross-functional teams within IBM, managing smooth integration of Encentuate collateral and web demos to create new IBM material; led strategic execution of interim events and award submissions (won SC Award for Best Identity Management Solution); transitioned market research and sales pipeline; successfully transferred value proposition to IBM, which is still maintained today
 - Created interim partner program so that IBM partners could sell Encentuate products before the official transfer of business; grew program from 5 to 100 revenue-generating partners
- Marketing Manager, Encentuate Inc.***
- Project managed due diligence that led to IBM acquisition; worked with CEO, VP of Finance, VP of Engineering, VP of Sales and Business Manager to demonstrate & communicate the entire business to IBM; acted as primary interface with law firm, Wilson Sonsini Goodrich & Rosati to build Disclosure Schedule, gaining a solid understanding of the legal process
 - Managed end-to-end marketing program, including strategy, planning, and budgeting with an emphasis on media and analyst relations, events, lead generation and email marketing campaigns; maintained an average of 4 new customer-focused press releases per quarter; increased media attention by 100%; increased qualified inbound leads by 150% resulting in a shorter sales cycle
 - Determined product positioning/branding, focusing on new product naming, enhanced marketing and sales collateral, comprehensive website redesign positioned for target segments; created automated product demo which saved technical consultants ~10 hours per week
- 2006-2007 **BURSON-MARSTELLER** **San Francisco, CA**
Client Executive, HP Account
- Drove media relations and developed press releases, blogs and media advisories for HP, maintaining close relationships with key journalists; averaged 25+ articles for each product launch
 - Managed product launches in New York, Boston, Las Vegas, and Barcelona, resulting in increased worldwide mindshare for HP storage
- 2005 **JRG SOFTWARE** **San Mateo, CA**
Inside Sales Representative
- Managed business dev and new customer evangelization for Series B stage, venture-backed start-up
 - Sold JRG's solution for supply chain planning in the CPG manufacturing space and worked with marketing team on sector specific campaigns
 - Improved lead-to-prospect conversion rates and shorted the sales cycle by an average of 3 months
- 2004-2005 **ATOMIC PR** **San Francisco, CA**
Account Coordinator
- Researched and compiled major client presentations focused on media analysis and trends
 - Collaborated on corporate messaging and strategic marketing and branding for clients
 - Managed event planning and carried out the successful launch of then client, JRG, which resulted in a new role in-house at JRG
- Personal**
- National Aids Marathon (raised \$1000); creative writing, philosophy, running, bass guitar, camping, hiking, soccer, tennis, Italian, Spanish