



A Performance & Career Design Firm

iCentro Resume Polishing Services

Original vs. iCentro Resume

iCentro Reference Materials

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iCentro Corporation

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ORIGINAL VERSION

CHERYL (CHERRY) A. CRANDALL

577 Humboldt Street
Denver CO 80218

(303) 733-9669
cherry@bewellnet.com

Seeking a consulting, management or staff position providing an opportunity to contribute expertise and business skills developed as an entrepreneur to mutual benefit with a growing pre-IPO enterprise.

ENTREPRENEURIAL AND MANAGEMENT EXPERIENCE

- Conceived, developed, and marketed a consumer goods product.
- Developed broad experience in areas such as concept and product development, business planning, materials procurement, contract manufacturing, conducting consumer focus groups, creation of educational materials, crafting marketing strategies, creation of sales and marketing materials, database creation and management, development of multiple distribution channels, customer and public relations.
- Designed, constructed and maintained content for a commercial website.
- Developed extensive financial models.
- Acted as company spokesperson for local television special feature and nationally distributed industry publications.
- Founded a woman-owned business engaged in consulting and project management for energy-conserving lighting systems for commercial, institutional and governmental clients throughout the Rocky Mountain region that achieved annual revenues exceeding \$1 million in each of three years of operation.
- Demonstrated strong communication and presentation capabilities resulting in the award of a multimillion dollar national vendor contract by a major telecommunications company.
- Expanded comprehensive management skills through general manager responsibilities that included planning, budgeting, accounting, marketing and sales support, supervising subcontractors, quality control, contract and relationship management with customers and suppliers.
- Demonstrated strong organizational ability resulting in high productivity and a valued personal asset in both operational and business development functions.

EMPLOYMENT HIGHLIGHTS

- Exceeded \$70 million in annual sales of public offerings and private placements to institutional investment portfolio managers of mutual fund and insurance companies.
- Successfully crafted and presented major financing proposals and presentations for various public and private entities.
- Participated in underwriting the financing of various public projects including schools, airports, municipal infrastructure, and housing totaling more than \$500 million.
- Helped launch a retail investment sales department for a major regional bank.
- Managed trust assets as an indenture trustee in excess of \$100 million with fiduciary responsibilities that included directing investments and investor relations.

ORIGINAL VERSION

- Specialized in closing public finance transactions as a paralegal, which included drafting extensive legal documentation and logistical coordination.
- Created new corporate funding and sponsorship relationships for a major Denver non-profit arts organization, which also included planning and coordinating major patron events.

COMPUTER SKILLS

Microsoft Office, Outlook and FrontPage; Peachtree Accounting; Adobe Illustrator and Pagemaker; Quark; HTML and JavaScript

BUSINESS OWNERSHIP

Managing Director, 50% Ownership, PetNutrition LLC 1997-present
President, 51% Ownership, ERYX Corporation 1994-1997

EMPLOYMENT HISTORY

Assistant Vice President/Institutional Sales, Newman and Associates, Inc. 1992-1994
Investment Banker/Public Finance, Boettcher & Company 1991-1992
Assistant Director of Development, Opera Colorado (6-month contract) 1990-1991
Investment Representative/Officer, FBS Investment Services, Inc. 1989-1990
Corporate Trust Officer, First Bank Systems, Inc. 1985-1989
Senior Legal Assistant/Public Finance, Kutak Rock 1979-1985

COMMUNITY SERVICE

Senior Housing Options, Inc., Board of Directors, Secretary, Executive Committee and Resource Development Committee Chair 1992-present
Women's Foundation of Colorado, Investments Committee 1993-1999

EDUCATION & LICENSES

MBA/Finance, University of Colorado 1987
Paralegal Certificate, Denver Paralegal Institute 1979
Bachelor of Arts/Social Sciences, University of Northern Colorado 1978
NASD Series 7 and Series 63 maintained while active in public finance and investment sales.

REFERENCES PROVIDED UPON REQUEST

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OBJECTIVE

To contribute proven communications, business development, project management and finance expertise in a people-centered organization by leveraging my entrepreneurial, leadership and creative talents.

SUMMARY OF QUALIFICATIONS

- MBA in Finance and Marketing
- Broad set of adaptable skills ranging from conceptual/strategic thinking to multi-task and detailed project management
- Extensive experience in establishing and managing new business ventures
- 13 years experience in capital markets and financial services with a proven track record in raising money, understanding aspects of capital requirements and cash flow management
- Excited by the challenge of developing new projects
- Excellent interpersonal, communication and presentation skills

ENTREPRENEURIAL HIGHLIGHTS

Owner/Managing Director - PetNutrition LLC, Denver CO

1997-present

Developed a business model for an innovative consumer goods nutritional product. Created and launched the product and managed its life cycle.

- Managed media relations, channel marketing, and development of educational and marketing collateral. Was spokesperson for a local TV special feature and for various trade/consumer publications. Represented firm at national consumer and industry trade shows.
- Developed a financial model to forecast and integrate management of capital requirements, production, media purchasing, fulfillment and efficiency measurements for direct response TV marketing campaign. Developed financial spreadsheets for general management analyses.
- Broadened experience in market research, concept/product development, business planning, operations, project management, website development, contract manufacturing, regulatory compliance and public relations.

Owner/President - ERYX Corporation, Superior CO

1994-1997

Founded a consulting and project management firm to design/install energy-conserving lighting systems for commercial, institutional and governmental clients in the Rocky Mountain region.

- Achieved annual revenues exceeding \$1 million in three consecutive years of operation.

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- Created a winning proposal/presentation that secured the award of a \$2.6 million national vendor contract by a major U.S. telecommunications company.
- Liaison with public utilities to secure/manage rebate program funding for client projects.
- General manager responsibilities included planning, budgeting, accounting, marketing and sales support, supervising subcontractors, quality control, contract and relationship management with customers and suppliers.

EMPLOYMENT HISTORY

Assistant VP/Institutional Sales-Newman and Associates, Inc., Denver CO 1992-1994

Exceeded \$70 million in annual sales of public offerings and private placements to institutional investment portfolio managers of banks, mutual fund and insurance firms.

Investment Banker/Public Finance - Boettcher & Company, Denver CO 1991-1992

Helped structure and underwrite the financing of various public projects including schools, airports, municipal infrastructure, and housing totaling more than \$500 million.

- Crafted and presented major financing proposals and presentations for various public entities.
- Represented the firm and/or clients in public meetings, with rating agencies and insurers.

Assistant Director of Development - Opera Colorado, Denver CO 1990-1991

Created new corporate funding and sponsorship relationships for a major Denver non-profit arts organization, which also included planning and coordinating 18 major patron events during a 6-month contract.

Investment Rep./Officer - FBS Investment Services, Inc., Denver CO 1989-1990

Helped launch a retail investment sales department for a major regional bank and achieved over \$8 million in personal sales in less than one year.

Corporate Trust Officer - First Bank Systems, Inc., Denver CO 1985-1989

Managed trust assets as an indenture trustee in excess of \$100 million.

- Fiduciary responsibilities included directing investments, performing due diligence, account administration, authenticating securities, and investor relations.
- Represented the bank with legal counsel in litigation.

Senior Legal Assistant/Public Finance - Kutak Rock, Denver CO 1980-1985

Specialized in closing public finance transactions for a national law firm. Responsibilities included drafting extensive legal documentation; preparing offering circulars and forms of securities;

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coordinating and proof-reading financial printing; coordination of wire transfers of funds, delivery of legal opinions, and regulatory filings.

COMMUNITY SERVICE

Senior Housing Options, Inc., Board of Directors, Denver CO **1992-**
present

Secretary, Executive Committee, and Resource Development Committee Chair

Women's Foundation of Colorado, Denver CO **1993-1999**
Investments Committee

EDUCATION AND COMPUTER SKILLS

MBA/Finance and Marketing, University of Colorado **1987**
Bachelor of Arts/Social Sciences, University of Northern Colorado **1978**
General Practice Certificate, Denver Paralegal Institute **1979**

Microsoft Office, FrontPage and Peachtree Accounting. Coursework in Adobe Illustrator, Pagemaker; QuarkXpress, HTML and JavaScript.

REFERENCES AVAILABLE UPON REQUEST