

**Michele C. Lutz**

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**KEY COMPETENCIES**

*Marketing and Business:* Eighteen years of industry experience including professional marketing and sales. Expertise includes professional selling, strategic planning, and marketing strategy.

*Teaching and Leadership:* Taught graduate and undergraduate marketing courses including marketing strategy and personal selling through lecture, experiential learning, and case analyses. Created and taught product and sales training curriculum for professionals. Managed cross-functional work teams, member of corporate leadership team, completed graduate leadership coursework. Highly developed public speaking and presentation skills.

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**PROFESSIONAL EXPERIENCE**

**University of Denver, Daniels College of Business, Denver, Colorado 2001-Present**

*Lecturer, Department of Marketing*

Teaching strategic and tactical marketing topics via case analysis, feasibility study and business plan. Creating and contributing to curriculum development.

**Arrow Consulting, Greenwood Village, Colorado**

**2005-2007**

*Senior Marketing Consultant*

Created strategic marketing plan for start-up consulting firm. Developed and executed marketing communication strategy including advertising, public relations, database marketing, and personal selling.

**Cherry Creek Capital Partners, Denver, Colorado**

**2001-2002**

*Senior Marketing Consultant*

Consulted with executives and staff at various software companies to enhance product offerings and provide strategic marketing plans including budgets, market analyses, product positioning, new product development.

**Equifax Consumer Information Solutions, Denver, Colorado**

**1997 - 2001**

*Director of Marketing, Survey Data*

Managed \$9M business unit including P&L, marketing, budgeting, forecasting and production of consumer database products. Directed Equifax “e-initiatives” (e-commerce products) including consumer data collection websites. Led strategic planning initiatives and developed strategic partnerships for Customer Relationship Management solutions. Created and presented product information and business results at national sales meeting. Conducted routine training sessions.

*Product Marketing Manager, Database Development*

Developed and launched: Internet and electronic registration product line extensions for product registration cards; email bounce-back solutions for database clients. Created and implemented consumer database development strategy including market and segmentation analyses, pricing, positioning, branding. Managed P&L for database development product line. Conducted internal product and sales training as well as client presentations.

- Equity Group Investments, Denver, Colorado** 1995 - 1997  
*Leasing Assistant*  
Managed annual business plan, marketing plan and budget including P& L responsibilities. Oversaw marketing and leasing of commercial real estate properties.
- High Meadow Day Camp Corporation, Cheshire, Connecticut** 1994 - 1995  
*Consultant*  
Created and managed advertising and direct mail campaigns.
- The New York Public Library, New York, New York** 1992 - 1994  
*Project Coordinator*  
Obtained city funding and managed capital construction projects including P&L, budgeting, scopes of work, scheduling.
- Lincoln Center for the Performing Arts, Inc., New York, New York** 1989 - 1992  
*Assistant Property Manager*  
Planned and managed \$4M operating and capital budget; assisted in negotiation and cost analyses of facility contracts.
- Georgia Pacific Corporation, Atlanta, Georgia** 1986 - 1988  
*National Account Representative*  
Managed sales promotions and customer service for general merchandisers and national grocery chains. Created and led training program for new hires.
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## **EDUCATION**

*Master of Business Administration, Daniels College of Business, University of Denver, 1998*  
*Bachelor of Arts, Bucknell University, Lewisburg, Pennsylvania, 1986*

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## **COMMUNITY ACTIVITIES**

*Hemophilia Society of Colorado, Marketing Consultant, Events Committee*  
*Seeds of Hope, Fundraising Committee*  
*Volunteer, All Souls Early Learning Center, Greenwood Elementary School*  
*Volunteer Coach, Micro Tennis, Littleton Junior Tennis League*  
*Captain and Player, United States Tennis Association, Colorado Tennis Association*

## **HONORS AND AWARDS**

*Diamond Award for Teaching, MBA Program 2001, 2002*  
*Annual Award for Employee Excellence, New York Public Library 1994*