

Susan E. Tapani
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Accomplished global marketing professional with broad experience developing strategy and introducing new products and concepts through both traditional and interactive marketing channels. Technical undergraduate degree with Northwestern (Kellogg) MBA in marketing, international business, and finance.

Key Competencies:

- International marketing strategy development and execution
- Internet and interactive marketing
- Competitive and financial analysis
- Entrepreneurial experience in e-commerce channels
- P&L and budgeting responsibility

PROFESSIONAL EXPERIENCE

IAUCTIONASSIST LLC, East Aurora, NY. **2004 – Present**
An e-commerce, eBay consignment business, marketing consumer and B2B items on the Internet.
Website: www.iauctionassist.com.

Founder and Owner

Responsible for new business model development and implementation to market items online. Develop and execute Internet and traditional marketing initiatives which include market and competitive research, promotions and pricing. Manage ad agency relationship and oversaw development of website, corporate identity, and collateral. Oversee all other functions such as finance, customer service, and operations.

- Marketed and sold over 12,000 unique products online resulting in sales of over \$250,000 per year
- Managed brick and mortar storefront on Main Street for four years.
- Built and managed staff of four.
- Unique business model resulted in public relations successes which include:
 - Prominent article in Business First Buffalo (2007)
 - Highlighted newscast interview by Elizabeth Carey of WKBW (Ch. 7)
 - Featured business broadcast by “The Why Guy”, Kevin O’Neill (Ch. 4)

FASTPARTS.COM, San Jose, CA **1996 – 1998**
A venture capital backed, startup, e-commerce exchange for the B2B semiconductor electronics manufacturing industry. Funding firms included Draper Fisher Jurvetson, and SOFTBANK Ventures.

Vice President, Marketing, Chicago, IL.

- Key team member that developed strategic plan to introduce new, online market for semiconductors.
- Conducted competitive analysis to determine optimal market entry strategy and value proposition.
- Developed integrated marketing communications plan with focus on building FastParts.com brand.
- Managed ad agency relationship and oversaw development of website and promotional materials.
- Built and managed staff of five inside sales and one marketing team members.

ENCYCLOPAEDIA BRITANNICA, INC., Chicago, IL. **1991 – 1996**
Print and electronic publisher.

<u>Vice President</u> , International Group and Strategy	1995-1996
<u>Executive Director</u> , International Group	1992-1995
<u>Director</u> , International Administration	1991-1992

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- Managed corporate International Marketing, Customer Service, Finance/Accounting, and Administration, staff of 16, budgets and expenses for \$250 million division.
- Led marketing team which developed/executed strategy for launch of *Encyclopaedia Britannica* on CD-ROM and the Internet internationally. After two years, revenues were 25% of business.
- Assisted in development of worldwide strategy for 30 business units. Conducted financial analyses of potential projects to identify new growth opportunities and support marketing initiatives.
- Explored strategic alliances with international Internet service providers for licensing/distributing *Britannica Online*. Developed channel and pricing models to support market penetration strategy.
- Given direct P&L and new electronic product introduction responsibility in Latin America. Profits rose 30% versus prior year due to reduced costs and increased royalties.

DSM NV, Hoek van Holland, The Netherlands.
Major Dutch chemical manufacturer.

1987 – 1991

International Account Executive, Fiber Optic Materials, Chicago, IL

1990 – 1991

International Account Manager, UV Curable Coatings, Chicago, IL

1987 – 1990

- Named *Most Outstanding Account Manager* in Coatings and Polymers Division in 1988 and 1989.
- Negotiated contracts, developed sales, and traveled extensively worldwide.
- Built relationships with major optical fiber and cable manufacturers (e.g., Corning, Siecor, AT&T) and telecommunications companies, as well as US Navy for defense applications.
- Initiated and developed global strategic alliance with world's largest optical fiber producer.
- Increased worldwide sales from \$3.7MM to over \$5MM within two years.

OLIN CORPORATION, Stamford, CT. .
Industrial and specialty chemical manufacturer.

1983 – 1987

Chemical Sales Representative II, Polyurethane Chemicals, Chicago, IL

1986 - 1987

Chemical Sales Representative I, Industrial Chemicals, Houston, TX

1983 - 1986

- Developed sales of specialty polyurethane chemicals in Midwest in adhesives and coatings markets, and industrial chemical sales in Southwest for pulp/paper and petroleum applications.
- Increased sales by \$1.2MM. Procured new business at 22 accounts.
- Significantly improved market share at three major accounts with pricing higher than competition.

EDUCATION

1990: MBA. Concentrations: Marketing, Finance, International Business. GPA: 3.5/4.0, summa cum laude
Northwestern University, Kellogg Graduate School of Management, Chicago, IL.

1983: Bachelor of Science. Major: Chemistry, Minor: French. GPA: 3.8/4.0, magna cum laude
Ithaca College, Ithaca, NY.