

MARY ANNE PETRILLO

Executive Director, West Company

Summary/Overview

Dynamic, entrepreneurial executive with over 20 years of experience in partnership building and strategic planning. From start-ups to international corporations to non-profits, my work has included:

- Strategic leadership for award-winning partnerships that support organizational goals
- Creation of brand architecture and integrated marketing strategy
- Mentoring colleagues on creating innovative programs and effective communications
- Development of industry-leading social engagement platforms to drive business goals
- Experience setting up operations for longevity

West Company Mendocino County, CA Executive Director, Non Profit

January 2017-Present

West Company is a nonprofit, economic development organization with a focus on providing access to entrepreneurship education, financial literacy and access to capital. Through 1:1 counseling and workshops, we serve low and moderate income entrepreneurs as well as thriving business owners to improve the overall economy of Mendocino County. We provide advice to startups, governments, and financial institutions to build economic development programs that reduce poverty, and provide equal access to entrepreneurship resources that enable people to build thriving communities.

Responsibilities include:

- Plans, directs, evaluates and reviews the programs and operation of West Company.
- Responsible for overall accountability, and authority for the financial management of the corporation in accordance with the strategic plan adopted by the Board and subject to oversight by the Board.
- Grant management of the federal programs for the Women's Business Center and Small Business Development Center of Mendocino County
- Develop and maintain relationships with diverse funding sources, including private foundations, corporate contributors, individual donors, public grantors and contractors.
- Interact with the general public, representatives of the media, and other agencies regarding West Company policies, programs and services.
- Work with the respective county, state and national trade associations to advocate for public policies that stimulate rural entrepreneurship.
- Ensure ongoing local programmatic excellence, rigorous program evaluation and consistent quality.
- Lead, coach, and inspire West Company's staff and consultants in their work to support the economic vitality of rural Mendocino County
- Maintain compliance with federal, state and local laws including fiscal and personnel policies and procedures.

Cisco Systems, Inc., San Jose, CA
Senior Marketing Manager, Digital Strategy

2008 –2016

Develop and manage the marketing and communication strategy for global awareness of Cisco's Corporate Social Responsibility programs. Create marketing programs using online platforms, social media, events and media outreach and deliver summary of results/metrics of programs and campaigns. Managed teams to build engagement programs for Cisco Networking Academy, non-profit grant recipients and internal stakeholders.

Achievements include:

- Led efforts to initiate, maintain and expand relationships with Microsoft and Intel for a public-private partnership collaboration with UNESCO to develop an education community platform.
- Lectured extensively in Serbia, Bulgaria, Barcelona, Istanbul and Rome with the IT sector on the value of acquiring new IT skills for young people in today's digital economy.
- Orchestrated and managed the [*Launching of a New Generation of Global Problem Solvers campaign*](#) to ignite interest and understanding of the new skills needed for digital business transformation.
- Spearheaded a 3-year media partnership with Huffington Post to create IMPACT X, an editorial hub to showcase stories of people and technology converging for social impact. Average monthly unique visits were 650K. This hub received 3x greater interaction rate than Huffington Post landing page. Winner of Digiday award for best performing content.
- Established Cisco's thought leadership platform on career-building technologies that closes the skills gap in the new digital economy.
- Built Cisco's GETideas.org, an international online learning platform designed to help education system leaders develop their professional learning networks. Over 4000 education leaders from 194 countries participated in this idea-generating platform to gain practical insights on **Global Education Transformation**.
- Developed a global event platform in support of regional turn-key events, ensuring consistency of communications between executives and customers.
- Led an 18-month organizational and strategic engagement planning process, including focus groups and surveys, to create a new strategy (www.netacad.com) to raise awareness of the new skills needed by the next generation of technology workers. Within 1 year of launch engagement rate on the site increased by 235%.

Scientific Learning, Oakland, CA
Director of Marketing

2004-2007

Responsible for creating and executing an integrated brand strategy to increase awareness of a neuroscience based reading intervention product called *Fast ForWord*. *Achievements include:*

- Developed a comprehensive product marketing strategy to demystify neuroscience as a means to improve literacy for at-risk students
- Partnered with international consultants to grow market share and enable product access beyond US
- Conducted live executive-level leadership forums to ensure our extensive, credible scientific research and technology was embraced by the education community

Achieva.com, Oakland, CA - Kaplan, Inc., New York City, NY
Director of Marketing/Creative Director

1999-2003

Broad scope of responsibilities included strategic market planning, business development and training personnel on communicating the vision. *Achievements include:*

- Part of the executive team, brought in to shorten sales cycle, increase sales revenue, and expand market penetration
- Within one year revenues doubled and participating districts grew from 8 to 80 nationwide. This rapid success led to the acquisition of Achieva.com by Kaplan, Inc. in 2002
- Study Skills, winner of the 2005 CODiE award, which assisted high school students in preparing for high-stakes testing via online interactive lesson plans

The Learning Company (Riverdeep), Novato, CA

1998-2000

Creative Director

Director of print department for Mindscape, a software development company whose products included PrintShop, PrintMaster, American Greeting Crafts and National Geographic Greeting Cards. *Achievements include:*

- Daily supervision of art team (15 designers) through the production process and managing workflow for department which produced over 20,000 ready-made print templates for products
- Art direction of 4,500 illustrations and management for over 200 artists around the globe
- Developed the licensed *Master Art* collection, one-of-a-kind clip art imagery produced by illustrators from over 30 countries

Petrillo Communications Group

1979 - 2000

Founder & President

Consulted for executive teams of national companies to provide marketing strategy, business development, product development, and graphic design production. Managed staff to deliver successful implementations of brand identity, trade show collateral, videos, presentations, marketing programs, advertising and catalogs to increase market penetration and product adoption for our clients.

Partial Clients List: University of California, Hewlett-Packard, Pacific Bell, The California Builders Association, Sierra Club, Healthcare Forum, San Francisco Conservatory of Music, Adobe

Additional Accomplishments

- Marketing lead for Cisco's Women of Impact Conference: An international gathering of global professional women to promote empowerment, and leadership
- Spearheaded and led the coordinated screening of "Girl Rising" movie in 11 countries over a 30-day period to promote global awareness for girl's education
- Winner of 2013 Digiday publishers award for best Corporate Content: Huffington Post Impact X
- Winner of the 2005 CODiE award for the web-based product line *Study Skills*, an innovative cartoon-based website that assisted high school students in preparing for high-stakes testing via interactive lesson plans
- Winner of Computerworld Laureate award 2010 for GETideas.org
- Winner of many company achievement awards for attitude, creativity and for "going above and beyond."
- Co Authored Book: Kids Do The Web (1996)
- In partnership with the University of California, Berkeley, developed the first technology tradeshow event for Children called Kid.com (1997)

Links to blogs

- *The Entrepreneurial Mindset:* <http://www.realestatemendocino.com/images/REM%20697.pdf>
- *Drones give humanitarian aid a lift:* <http://bit.ly/2bVrAMD>
- *Global Problem Solvers Unite to Ease Path for Refugees:* <http://bit.ly/2bESfzp>
- *Are you part of a new generation of Global Problem Solvers?:* <http://bit.ly/2chXNhU>

Education

Rockland Community College, NY - San Francisco State University, CA

Available to Travel -- References available on request