



Insightful solution\$. Lasting result\$!

MISSION: Providing insightful solutions to business owners ready for long lasting results; double sales, operate well-oiled business machines, and living their "best lives" – their way -- personally and professionally.

BUSINESS STRATEGIST/COACH

1998-Present

Ideal client: Small to mid-size Business Owner, "C" level Executive, Branch Manager, Department Managers or Executives in B2 B industries.

- ❖ Provide a variety of strategic, tactical and operational tools, support, resources and accountability that helps clients earn more and increase productivity throughout their company. Depending on their needs and requirements, work as a coach and/or consultant for my clients. Firm believer in the concepts found in "The E-myth Revisited." Subcontractor for Peak Potentials Success Coaching Program (2003-2005).
- ❖ Speak, teach and facilitate strategic planning events internationally. Topics include business development, marketing, social network, personal productivity and the One Page Business Plan® via teleseminar, webinar or in person at retreat and conventions. Topics list and calendar at <http://www.MariaMarsala.com>
- ❖ Authored more than 200 articles published all over the world in every printed format imaginable. Author of 8 workbooks, CDs, and a variety of assessments and worksheets. Guest contributor to magazines and former monthly columnist for the Evergreen Monthly and NW Women magazines.

NON-PROFIT MANAGEMENT

1991-1994

Ideal population: Teenagers

- ❖ Key member of management team, provided direction and leadership to outreach efforts and activities aimed at fostering the cultural, social, physical, and emotional development of the highest level at-risk youth. Identified service needs, developed programs, recruited clients, and promoted agency visibility in the community.
- ❖ Represented the agency in professional committees and community meetings; made numerous public presentations. Taught conflict resolution and anger management classes to teens and senior citizens. Introduced Police Officers to our mediation programs during shift changes.
- ❖ Designed promotional materials, including brochures, flyers, and newsletters.



- ❖ Streamlined office procedures and simplified record-keeping systems. Reorganized and maintained mailing and telephone lists. Coordinated agency's Speaker's Bureau. ❖ Planned and directed arts and recreation program for teens and young adults.

WALL STREET

1973-1990

Departments: Municipal, Corporate, and Government Bonds. Accounting, Operations Administration, IT.

Companies: Merrill Lynch, Reynolds, Dean Witter Reynolds, Bear Stearns, Fundamental Brokers - FBI, Carroll McEntee

- ❖ Reorganized Funds Control Department and streamlined accounting procedures to achieve greater efficiency and profitability in managing a \$5 billion securities portfolio.
- ❖ Developed a computerized system of checks and balances. Reduced overtime by 95% and then downsized staff by 10 employees. Redesigned form and realized savings of \$100K annually. Provided training to sales force.
- ❖ Managed staff of up to eight consultants responsible for recreating one year's record of securities trades, clearances, stock records, and Profit and Loss.
- ❖ Trained and provided technical consultation to computer programmers, assisted in development of a computerized bond trading system. Served as liaison among brokers, dealer clients, and technical staff.
- ❖ Directed the coordination of the consolidation of procedures and forms within five branch offices. Served as liaison between the branches and 30 corporate managers to facilitate communication, develop efficient procedures, and reduce costs.
- ❖ Established administrative and operational procedures for a newly created trading unit. Resolved 4-year backlog of trade problems, updated trading forms and processes.
- ❖ Hired as the first bond liaison to increase retail sales among the company's 7 branch offices. Trained sales force, wrote instructional and operations manual. Doubled sales in some areas, tripled them in others.
- ❖ Redesigned forms and procedures for maximum efficiency and monetary savings.
- ❖ Organized department events, social coordinator for visiting sales force; increased business with dealers.



PROFESSIONAL BACKGROUND

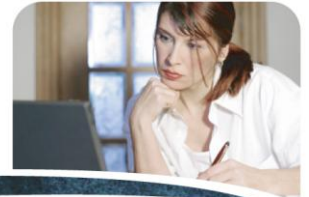
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| 1/98 - Present | Business Coach, Trainer, Consultant – Elevating Your Business |
| 3/92 - 7/94 | Program Director - Young People's Info. Services of Staten Island, Inc. |
| 2/91 - 3/92 | Youth Coordinator - Staten Island College/NY Urban League |
| 7/89 - 9/90 | Accounting & Special Projects Manager - Carroll, McEntee & McGinley |
| 7/88 - 9/89 | Self-Employed Consultant, Wall Street |
| 9/87 - 4/88 | Office Manager - Staten Island Teen Pregnancy Network, Inc. |
| 4/86 - 9/87 | Operations - Trader Liaison – F Brokerage Institutional Assoc., LP |
| 11/85 - 4/86 | Special Project Consultant - Sweeney & Associates |
| 2/78 - 6/85 | Trader, Executive & Special Project Manager - Bear, Stearns & Co. |
| 2/75 – 2/78 | Bond Clerk to Trader, Reynolds Securities (Morgan Stanley) |
| 3/74 – 9/74 | Clerk - Charmcraft Card Industries |
| 6/73 – 2/74 | Dividend Department Clerk - Merrill Lynch |
| 1970-1/ 2008-Present | Avon Representative |
| 6/68 – 1973 | Cashier, Shore Road Beverages, part-time |

VOLUNTEER HISTORY

Major accomplishments:

- ❖ Served on Boards or in other leadership roles for the majority of volunteer positions, 44 yrs.
- ❖ Created a beach clean-up process and then worked with six community groups and the NYC Parks Department to develop 7 successful beach/community clean-ups.
- ❖ Spearheaded a campaign that concluded with the City cleaning a parcel of undeveloped parkland, created proposal to turn the area into a city park. Stopped the destruction of trees and placement of rock salt on the property.
- ❖ Mentored approximately 60 teens.
- ❖ Became an advocate to four children, ages 10-14, who had been abandoned.

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| 2010 - Present | Columbia Tower Club, various committees |
| 2006 - 2010 | Columbia Tower Club, various committees |
| 2002 – 2010 | Washington DECA Judge, Speakers Bureau |
| 2004 – 2008 | Washington Business Week Judge |
| 2003 - 2004 | Web Master & Marketing Committee, PNW Region, ITC Region |
| 2004 – 2006 | Peak Potentials, Logistics Volunteer |
| 2002 – 2005 | Women of Wisdom, Volunteer Speaker, Consultant |
| 2002 - 2003 | Public Relations Committee – Puget Sound Communicators |
| 1999 – 2006 | Coachville Founding Member, R and D Team |
| 1999 - 2003 | Board Member, Computer Information Services, Olympic College |
| 2000 - 2002 | PR Chairperson - BPW and Son's of Italy, WA |



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| 2000 - 2001 | PR Chairperson – Business and Professional Women Local |
| 2001 – 2002 | Tutor – Reading Rollers - Olympic Elementary School |
| 1998 - 2003 | Special Projects - Triangle South Enterprise Center, NC |
| 1999 - 1999 | Interim President - Master Gardener Program Volunteer, NC |
| 1997 - 1999 | Special Projects - Master Gardener Program Volunteer, NC |
| 1978 - 1994 | Chairperson - Friends of New Dorp Beach, NY |
| 1990 - 1994 | Zone Chairperson - National Beach Clean Up Day, NY |
| 1988 - 1991 | Beatification Fair Volunteer - Lynne Steinman Foundation, NY |
| 1987 - 1991 | Youth Committee Chairperson - NY Urban League |
| 1988 - 1990 | Organizer - Greenbelt Park Clean-up Committee, NY |
| 1985 - 1987 | Special Activity Assistant - Gateway National Park, NY |
| 1985 - 1987 | Executive Director - New Dorp Beach Youth Council, NY |
| 1985 - 1985 | Co-Director - 122nd Police Precinct Youth Council, NY |
| 1983 - 1985 | Chairperson/Parks Committee, Gateway - New Dorp Civic Association |
| 1978 – 1978 | Created Kids Day, Brooklyn NY |
| 1972 - 1973 | President, Social Committee, Senior Year, High School |
| 1966 – 1973 | Various projects and committees in school |
| 1965 – 1965 | The youngest “Reading Teacher” (most were adults), summer program |

TECHNICAL: Most MS Programs, including MS Publisher, Excel, Word, Outlook. Hand code web sites. Geek.

SPECIAL: Lynne Steinman Community Service Award; 1986, Community Heroine Award; 1987, NYC Parks Department Certificates of Recognition; 1983-1994 Community Television Producer and Certified Citizen Pruner. Volunteer since 1965.

HOBBIES: Gardening, traveling, socializing, some arts/crafts, music (playing-listening), volunteering, brainstorming, computer (just about everything technical), taking classes, playing cards, reading.