

Sheila Moreau

MindWing Concepts, Inc. One Federal Street, Bldg. 103-1, Springfield, MA 01105 413-734-7476

smmoreau@mindwingconcepts.com

Education

Master of Education,

Cambridge College, Cambridge, Massachusetts, August 2014

Bachelor of Arts, Psychology and Certification in Human Relations,

Saint Anselm College, Manchester, New Hampshire, May 1995

Holyoke Catholic High School, 1991

Professional Summary

With sixteen years of experience in marketing and sales in the telecommunications, commercial real estate, fundraising and educational publishing industries, this accomplished Sales and Marketing Professional has the proven ability to drive production and revenue throughout an organization by managing key customer and vendor relationships, presenting at nationally recognized conferences to international audiences and executing innovative sales, fundraising, marketing and professional development plans.

Experience

Mindwing Concepts, Inc.

Vice-President of Sales, Marketing and Professional Development AND Certified MindWing Concepts Trainer,
Springfield, MA (May 2003-present)

MindWing Concepts is an international business that graduated from the Scibelli Enterprise Center's Entrepreneurial Program at STCC in 2007. MindWing provides highly interactive professional development workshops and multisensory materials for public school districts, organizations, private schools, early childhood settings and parents. Our goal is to give every child- regardless of age, ability or culture – the skills to think, communicate & learn effectively in order to achieve academic and social success. MindWing's tools are aligned with the Common Core Standards and are in the hands of over a million children world-wide.

Key Responsibilities:

- Manage, design and write all print and digital marketing, advertising and sales collateral
- Coordinate with clients and plan all national and international speaking engagements (50+ presentations annually)
- Present at national trade shows as well as plan and work at exhibit booths
- Cultivate relationships with colleagues to develop and write cutting-edge, new products and books; work closely with graphic designer and all vendors to produce products and publish books

Key Achievements:

- Generate all revenue annually via sales to school districts, organizations & agencies as well as through web and social media based promotions
- Consistently increase revenue year over year
- Present workshops to hundreds of educators in North America as a Certified MindWing Concepts trainer
- Designed 2 new websites along with establishing a Blog and Social Media pages
- Co-wrote and edited 3 books on the topic of Autism for speech language pathologists, teachers, autism specialists, special educators and parents
- Established an international presence for MindWing Concepts with Maryellen Rooney Moreau, M.Ed. CCC-SLP (founder and President of MindWing Concepts) as an internationally recognized speaker
- Currently designing an APP for the iPad and iPhone based on methodology

St. Patrick's Committee of Holyoke

Co-Director of Marketing, Holyoke, MA (Volunteer Position, 2010-Present)

The St. Patrick's Committee of Holyoke is regional non-profit organization made up of volunteers that have produced the 2nd largest St. Patrick's Day Parade in the country since 1952 and the successful St. Patrick's Day Road Race since 1975; premiere annual community events. The Parade Committee is responsible for generating \$20 million in annual revenue for area businesses related to Parade events (according to 2012 Economic Impact Study by UMASS Donahue Institute)

Key Responsibilities:

- Prospect, negotiate with, obtain proper participation paperwork from and invoice Sponsors of the Parade and Road Race
- Raise \$100,000+ in Sponsorship funds annually
- Prepare and present fundraising updates at weekly staff meetings of 200+ parade committee members
- Create targeted proposals asking area businesses to become NEW Sponsors
- Cultivate relationships with out-of-town regional sub-committees to solicit sponsorships
- Work with Parade Coordination, Music, TV and Program Book to organize sponsorships for specific contingents
- Coordinate with the Boys and Girls Club of Holyoke for children to serve as Sponsors' sign holders in the Parade
- Spearheaded production of a new website

Nextel Communications

Account Executive, Boston, MA (February 2000 – May 2003)

Key Responsibilities

- Cultivated business-to-business sales leads through cold calling, telemarketing, mailings and existing customer referrals
- Scheduled appointments and presented Nextel Solutions to prospective customers
- Maintained relationships with customer base of 300+ customers from small and large businesses in multiple verticals in Boston and Cambridge

Key Achievements:

- Consistently achieved 150% of data sales quota (2002-2003)
- Consistently achieved 100% of voice sales quota
- Averaged 75% new business per month
- Recognized at monthly sales meetings for creative marketing targeted to expand use of Nextel's push-to-talk feature into white collar (i.e. dot com) market

The Pyramid Companies

Specialty Leasing Manager, Independence Mall, Kingston, MA (January 1999-February 2000)

Key Responsibilities:

- Managed Specialty Leasing Program of 50+ short term retail locations in a one level shopping center
- Administered \$1,000,000+ income/expense budget;
- Discovered tenants by extensive cold calling, negotiated their leases/license agreements, tracked sales and collected rent
- Resolved tenants' operational/HVAC/electrical issues and managed construction of stores

Key Achievements:

- Ranked in the top 5 (of 40 reps) each month for total revenue produced and percent to goal
- Closed \$1.1 million in short term leases
- Closed \$350,000 in permanent leases
- Increased revenue 22% over 1/y
- Consistently ranked #1 of 8 one level malls company-wide in total revenue, percent to goal and percent increase over 1/y

The Pyramid Companies

Specialty Leasing Representative, Holyoke Mall at Ingleside and Hampshire Mall, Holyoke and Hadley, MA (June 1997-January 1999)

Key Responsibilities:

- Worked on a Specialty Leasing Team for 2 shopping centers and managed income & expense budgets
- Negotiated 93 leases/license agreement, collected rent, tracked sales, resolved operational/construction/electrical issues

Key Achievements:

- Ranked #2 on Specialty Leasing Team in total revenue produced for Holyoke Mall
- Ranked #1 on Specialty Leasing Team in total revenue produced for Hampshire Mall
- Consistently achieved 125% monthly team revenue goal
- Closed \$775,000 in short term leases
- Increased revenue 33% over 1/y

The Pyramid Companies

Assistant Marketing Director, Holyoke Mall at Ingleside, Holyoke, MA (April 1996-June 1997)

Key Responsibilities:

- Developed and maintained merchant relations with store managers, district and regional managers at large regional two level shopping center
- Organized and publicized events such as telethons, model searches, fashion shows and individual merchant product demonstrations to generate involvement and excitement with merchants and for the community
- Designed table tents and posters for monthly mall promotions
- Created advertising collateral for newspaper, magazines, our web site and brochures and Developed media relationships

Key Achievements:

- Aided in the creation and production of the Passport to Holyoke Mall Savings Package
- Assisted in developing Holyoke Mall's first website in 1996
- Graduated from Leadership Holyoke through the Greater Holyoke Chamber of Commerce

Holyoke Visiting Nurse Association, Inc.

Marketing and Development Assistant, Holyoke, MA (June 1995- April 1996)

- Designed creative flyers, educational brochures, memos, orientation schedules, and clinical forms for Hospice Life Care
- Communicated daily with potential donors and managed donor database and correspondence
- Assisted the Marketing Director and Development Coordinator in organizing major fundraising efforts
- Acted as a liaison between local television, newspaper and radio salespeople and the Marketing Department

Mary Kay Cosmetics, Inc.

Independent Beauty Consultant, (2000 - Present)

This part-time business focuses on enriching women's lives. Manage all aspects of the cosmetic sales business including inventory control, sales and marketing, product presentation, customer service, accounting and tax preparation.

Key Achievements:

- "Crowned" Queen of Sales in 2000 and 2001
- Maintained customer base of friends, family, colleagues and acquaintances for 15 years

Community Involvement

- Received BusinessWest's "40 Under Forty" Award in 2012
- Vice President of the Board of Directors, International Volleyball Hall of Fame
- Chair of Marketing/Fundraising and Member of the St. Patrick's Committee of Holyoke
- Soloist – Weddings and Funerals & for National Anthems at Sporting events and Community events
- Past Member of Early Literacy Advisory Board of Cherish Every Child (Irene E. and George A. Davis Foundation) Special Committee *Reading Success by Fourth Grade*
- Past Member of Sales and Marketing Roundtable at Scibelli Enterprise Center
- Past Member of Women's Peer Support and Coaching Group at Scibelli Enterprise Center
- Judge of Chicopee Colleen Contest for St. Patrick's Parade of 2012
- Member of Holyoke Lodge of Elks B.P.O.# 902 2008-Present
- Member of Our Lady of the Cross, Holyoke, MA
- Graduate of Leadership Holyoke Program in 1996
- South Hadley Community Theater (past performer)
- Granby Arts Project Theater (past performer)

