

**MONICA GOULD, B.A., M.B.A.**

Monica Gould is the President and Founder of Strategic Consulting Partners. Strategic Consulting Partners, formerly known as JAMA Enterprises, Inc., began in 1994 as a management consulting firm specializing in corporate strategic planning, marketing, and operational consulting.

Monica's professional background includes extensive strategic planning, sales and marketing, personnel management, and operations management experience. Monica has:

- Experience in all aspects of start-up projects requiring cutting-edge leadership skills.
- Vast financial management and strategic planning experience for multimillion dollar operations.
- Successfully managed operational reengineering and business analysis projects.
- Successfully developed and implemented brands in diverse industries.
- Effectively managed Brand Marketing Strategy through field sales, advertising, PR, and promotions.
- Effectively managed and motivated personnel and teams toward top performance.

As an executive in two multinational corporations, Whirlpool and MCI Telecommunications, for over ten years, Monica achieved many objectives:

- At MCI, Monica comprehensively directed all revenue/investment analysis, reporting, compensation, resource allocation/management, capital funding, and technological strategies for Small Business Operations division, which services a customer base of 2.5 million via six customer service and telemarketing centers.
- At MCI, Monica formulated and orchestrated initial department operations with full accountability for a \$140M annual operating budget and a \$25M capital budget. Additionally, she handled all aspects of analysis, planning, and reporting for a \$1.2B revenue plan.
- Monica led Whirlpool's first innovation concept from merely an idea to a successful business. This \$1.5M business was projected to grow to \$20M within five years.
- At Whirlpool, Monica developed a national brand identity through marketing material development, advertising, PR, and grassroots marketing programs including merchandising product line and services at trade shows.
- Monica has hired, trained, and managed over one thousand field and corporate staff members.

Monica has an M.B.A. in Marketing from American University (Washington, D.C.) and a B.A. from Dickinson College (Carlisle, Pa.).

Monica is an excellent communicator, skilled at both oral and written communication. Her dynamic personality provides her with the framework necessary for team-based problem solving and implementation. Monica's hands-on approach to management consulting provides the team with an environment conducive to developing and implementing realistic tactical strategies.

In addition to Strategic Plan development, Monica is known for the successful implementation of her plans. Monica has successfully led clients through operational and process changes, technology and software integration, personnel development including the development of integrated performance management and compensation programs, hiring and development of top performers, and growth and expansion implementations. Adept at training, Monica has conducted hundreds of training programs and seminars on Strategic Planning, Sales and Marketing Strategies, Human Resource Development, and Customer Service. At present, Monica also serves as an adjunct professor at Duquesne University in Harrisburg, teaching both graduate and undergraduate courses.

**DAME MANAGEMENT STRATEGIES**

ADDRESS: 2016 Verona Drive, Harrisburg, Pennsylvania 17110

TELEPHONE: 717.651.9674

CELLULAR: 717.497.4323

FACSIMILE: 717.545.9797

EMAIL: [jdame@damemanagementstrategies.com](mailto:jdame@damemanagementstrategies.com)