



LAURA LEE ROSE

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BUSINESS FOCUS

Laura specializes in time management, professional development, work-life balance as well as market research & analysis, marketing strategies.

She helps busy professionals and entrepreneurs create effective systems so that they can comfortably delegate to others, be more profitable and have time to enjoy life even if they don't have the time to learn new technology or train their staff.

SUMMARY OF SKILLS

PROFESSIONAL

- Business Analytics
- Business Intelligence
- Market Insights
- Negotiations
- Conflict Resolution
- Leadership
- Communications
- Complex Problem Resolution

TECHNICAL

- Program Management
- Software Development Life Cycle
- Team Development
- Market Research & Analytics
- Content Writing
- Content Video Development
- Traditional & Digital Marketing Audit and Analysis

PROFESSIONAL EXPERIENCE

FUNCTIONAL & BUSINESS CONSULTANT

2009 to Current

DOMTAR PERSONAL CARE, Global/International

2017 - Current

- Brand Monitoring Analytics
- Brand Reputation Solutions

TRIANGLE TOWN CENTER CURVES, Raleigh, NC

2015 - Current

- Digital Marketing

JW PROPERTIES, Durham, NC

2018 - Current

- Project Manager
- Business Consultant and Tools Solutionist

BITS ON THE WIRE, Tucson, AZ

2010 - Current

- Content on Career Development
- Content on Business Development
- Training Videos & Webinars on Career and Business Development

RPM MEDIA, Raleigh NC

2018 – 2020

- Business Process and Project Management
- Media Publication Schedules and Requests

HEART+HAMMER, Raleigh and Wilmington, NC

2016 – 2019

- Business Process & Special Projects Manager

ROSE COACHING, Global

2010 – Current

- Udemy Online Course Development
- Professional and Career Development Coach

Customer Advocate & Program Manager

- Devised, implemented and program managed an “Iterative Testing” process which was adopted by many IBM internal organizations as their agile testing process.
- Established and sustained two parallel Design Partner Programs (DPP) for several IBM product groups. The DPP was so successful that it expanded across the entire global software division of IBM
- Championed and program managed early customer involvement programs for the entire Rational Software Quality organization.
 - Initiated, designed, coordinated and lead the bi-annual Voice of the Client Events for the entire Rational Software Brand. Initiated the event from my program management experience of the Design Partner Program. The first event had well over 360 users. This bi-annual Voice event (although the name has changed to Innovate), still continues at IBM today.
- Reviewed and voted on patent disclosures as an IBM patent review board member.

RATIONAL SOFTWARE CORPORATION, Raleigh NC

1998 – 2003

Quality Assurance Manager

- Managed, developed and coached a group of 10 Quality Engineers focused on automated test tools for performance and load testing.

OTHER EMPLOYMENT

- Performance Awareness, Raleigh NC
- Tekelec Communications, Raleigh, NC
- Communication Technology Corporation, Dallas, TX

AWARDS, MEMBERSHIPS

- IBM Bravo/Voice of the Client Event, 4-time recipients.
- CTC’s Quality Leader and Excellence awards, 3-time recipient, for outstanding client troubleshooting results.
- Women Business Owners Network.
- American Society for Quality.
- Triangle Quality Council.
- Triangle information Systems Quality Association.

PUBLICATIONS AND PATENTS

- Published and presented several project and process articles for the internet, conferences and magazines. Full list of articles available upon request.
- Hold several patents on automating test and quality processes. Full list patents available upon request.

EDUCATION

BS, Computer Engineering/Electrical Engineering, University of Florida, Tampa, FL

COMMUNITY SERVICE

Career Coaching and Resume Writing at [Dress For Success](#)

Mentor middle school students through [MentorPlace](#)

Coach high school students in preparation for college through [Icouldbe](#)