
Katherine "Kate" G. Daley

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Sales Operations / Business Analyst

Summary of Qualifications

Results-oriented professional with management success in dynamic business environments. A flexible, adaptable individual with a proven record of creating a climate of success in leading organizations to meet corporate objectives. Strengths include organizing, relationship building, process design and improvement, managing multiple priorities, problem solving, planning, and systems design and implementation. Advanced computer skills with strong aptitude to master new applications in short time frames.

Computer Competencies

Microsoft Office Word, Excel, Access, PowerPoint, Outlook, Accounting Professional, Publisher, Sharepoint, Quicken, QuickBooks, NetObjects Fusion, Adobe Photoshop Elements, Salesforce CRM, and ADP PayEx.

Professional Experience

Swisshelm Realty, Inc., Clearwater Beach, FL

2002 -

REALTOR,[®] Broker Associate

Independent contractor responsible for marketing, sales and management of residential property.

Vital Network Services, Inc., Tampa, FL

2007- 2009

Employee Services/Operations Manager

Responsible for broad range of operational management for the entire enterprise. Responsibilities included financial reporting and analysis, systems testing, process design and implementation, incentive compensation planning and management, sales pipeline and forecast management, employee benefits analysis and program implementation and payroll automation and processing.

Accomplishments

- Created audit process and reports to ensure Salesforce.com data integrity and currency
- Team lead for development of automated contracting process
- Designed and implemented web based repository of employee benefits forms and information
- Automated timecard tracking and payroll process
- Streamlined and automated the Human Resource transaction processes

Orange Business Services, Inc./Equant Inc., Clearwater, FL

2004 - 2007

Integration Services NAM Sales Desk Manager

Manage staff responsible for supporting the North American sales force from quote to billing for order fulfillment of equipment and service resale to US based multinational corporations.

Accomplishments

- Staff recognized by NAM Sales and Marketing as 2005 and 2006 Team of the Year
- Reconciled and invoiced \$900k in unbilled charges
- Redesigned export documentation requirements resulting in cost and cycle time savings
- Eliminated delinquency from third party financier through collection of all past due accounts
- Implemented process to manage returned goods resulting in a manufacturer's rebate of over \$1m

Paradyne Corporation/AT&T Paradyne, Largo, FL

1983 - 2002

Sales and Service Operations Manager

1996 - 2002

Responsible for domestic and international order fulfillment, sales contracts, corporate revenue reporting, product forecasting, sales commission planning and administration, sales events planning, service and sales support, executive briefing programs and distributor sales and inventory management.

Accomplishments:

- Conceived and implemented corporate sales analysis system resulting in real-time information access, 2 day reduction in revenue reporting cycle and \$70K in annual savings
- Responsible for worldwide sales commissions planning, designed and implemented automated management of plans and reduced the planning cycle time by 4 months
- Designed and implemented E-Commerce internet site resulting in annual savings of \$250K
- Maintained ISO 9000 compliance in area of responsibility and passed all audits with no findings
- Led user team on conversion to corporate J. D. Edwards ERP system with no interruption in service

Business Planning Manager

1995 - 1996

Responsibilities included coordinating the annual development of a multi-year strategic plan and an eighteen-month operational plan focused on meeting key goals.

Accomplishments

- Led an inter-departmental team to redesign organizational structure based on change in strategic direction resulting in reduction of \$2M+ in expense and elimination of unnecessary processes
- Led team responsible for the development of the 1995 business plan, using Hoshin methodology, which resulted in goals and objectives linked to the individual employee's performance plans
- Developed Microsoft Access applications for tracking budget and headcount to provide management visibility to key trends and current status resulting in budget performance of \$1M under plan

Education

Master of Business Administration

Data Processing concentration, Florida Institute of Technology, Melbourne, Florida

Bachelor of Arts

Management concentration, Eckerd College, St. Petersburg, Florida

Associate in Science

Banking and Finance, St. Petersburg College, St. Petersburg, Florida

Licenses, Certifications and Affiliations

State of Florida, Real Estate Broker License BK3026452

National Association of Realtors[®], e-PRO, Graduate REALTOR[®] Institute

International Airlines Travel Agent Network, Travel Consultant

President, Ye Mystic Krewe of the Santa Margarita