

TERESA ZWIENER

11932 North 173rd Circle • Bennington, NE 68007

Home: (402) 884-4129

zwiener@cox.net

Mobile: (402) 250-5593

Senior management executive successful at leading vision, managing execution strategies, and delivering revenue growth.

EXECUTIVE PROFILE

- ◇ Product Strategy Development and Execution
- ◇ Strategic Client and Partnership Building
- ◇ Contract Negotiations
- ◇ Business Process Outsourcing
- ◇ P&L and Financial Management
- ◇ Product Lifecycle Management
- ◇ Product Roadmaps and Market Research
- ◇ New Product Launch and Commercialization
- ◇ Domestic Sales -- Recruitment & Development
- ◇ SAFe/Lean-Agile PM/PO Certification

Proven results-oriented leader offering expertise in growing organizations, developing customer relationships and creating products and solutions that have added and retained millions of dollars to the bottom line. Excel at opportunity identification and short-term and long-term strategic planning and execution. Extensive experience with Software as a Service (SaaS) solutions in Customer Communications Management, Print/Mail and Digital Services.

Career Highlights:

- Led team focused on managing business unit P & L, leading strategic product development initiatives, directing product portfolio, and developing and executing product strategies for multiple product lines and associated services for the communications, utilities, financial services, insurance, cable, broadband, and satellite industries. **Result: Delivered recurring revenue stream of \$158M and reduced expenses by \$10M over 5 years.**
- Created, recruited and trained strategic account management team responsible for contract renewals and partnership development. **Result: Attributed to a 54% revenue increase since the team's inception and a sustainable recurring revenue stream.**
- Developed sales team focused on revenue growth through client adoption of ancillary products and solutions, including creation and execution of innovative services and processes for the media cable, broadband, and satellite markets ahead of the competition. **Result: Grew recurring revenue stream from \$3.8M to \$33M at 66% profitability.**

Measured Results:

Improved revenue by 54%	Reduced costs by \$10M
-------------------------------	------------------------------



Grew
recurring
revenue
to \$33M

PROFESSIONAL EXPERIENCE

CSG INTERNATIONAL - OMAHA, NEBRASKA

\$770M Revenues (06/2017); 3,300+ Employees

A global leader in Business Support Solutions (BSS) software and services to the communications industry.

Vice President, Product Management – Communication Services

2010– September 2017

- Built the strategy, solutions, and product management organization from the ground up for company's second largest revenue portfolio. Led the overall vision and long-term plan for CSG's Customer Communications Strategy.
- Product Management responsibilities consisting of omni-channel delivery products, document archival systems and digital solutions for CSG's Output product suite. Responsible for the monthly generation and distribution of over 60M transactional printed documents and 16M digital statements.
- Identified customer needs and market trends that successfully led to an effective differentiation strategy, delivered tangible business value to the customer, and solved real business problems.
- Directed Digital product family growth strategy, resulting in five-year CAGR growth of 11% per year and 17% margin improvement, as a result of new product introductions and increased product adoption.
- Led the investment, development effort, product launch and commercialization of the composition decision processing and color document production, implementing capabilities to increase sales, decrease production costs and increase overall product margins. Business plan justified initial investment of \$5M, returning \$22M in recurring revenue. Project was highly successful, increasing margins on a mature product line to over 45% in 2016.
- Directed Print Platform Optimization strategy and execution, resulting in reducing production floor setups by 35%, saving over 535 labor hours, and increasing facility capacity by over 5.2M documents.
- Drove innovation through managing multiple products from conception to implementation and support of first client, demonstrated pursuit of revenue growth diversification opportunities outside traditional markets.

PROFESSIONAL EXPERIENCE

(Continued)

- Led initiative to improve product family margin through rationalization of duplicative product assets, retention of profitable client portfolio, and divestment of facility assets and less profitable client base, resulting in \$7.2M in cost reductions, 1% increase in product contribution margins from previous year, and cost per work unit savings of 11.8%.
- Completed insurance vertical assessment and execution strategy; including market evaluation, product capabilities and operational impacts, to drive market growth and capitalize on revenue opportunities outside normal course of business.
- Analyzed Direct Mail business profitability and established new fulfillment model that resulted in closure of production facility to drive down product portfolio expenses and improve profitability from -16.23% to 13.5% in the first year, an overall budget savings of over \$2.5M, and an 8% increase in product family contribution margins the following year.
- Formulated partnership strategies with third-party solutions (such as Amdocs and Netcracker billing systems), including product integration, vendor management, and go-to-market strategy, to extend product capabilities.
- Created several client forums to assess business needs to drive product roadmaps; led or participated in thought-leadership engagements.
- Initiated partnership management process improvements with third-party vendors to include contract performance commitments, monthly performance reviews, consistent maintenance scheduling, and improved issue management.
- Proactive partnering with sales to develop competitive pricing strategies based on industry verticals and market trends.
- Developed Kiosk product go-forward plan to include architecture enhancements, elimination of third-party software dependencies, adherence to PCI requirements, and modified client fee structure, generating \$2.1M in recurring revenue.
- Initiated product sales contest with sales teams to drive revenue push, resulting in over \$500K in year-end revenue.
- Originated product concept opportunity with Google to deliver Digital Mailbox solution, including product delivery and client pilot sales, generating a net return of \$780K in first year.
- Formulated a Statement Redesign Services practice, including design partnership go-to-market strategy, to drive additional business consulting opportunities.
- Experienced in prospecting, diligence evaluation, and asset and culture integration of acquired companies.

Vice President, Client Relations and Product Management – Communication Services ***2004-2010***

- Cultivated, negotiated, and managed new business and sales opportunities ranging from \$500K to \$50M.
- Oversaw the creation of new product concepts, business case development along with business strategy, roadmap development, solution prototypes, competitive analysis, sales collateral, and execution of the product life cycle strategy.
- Developed client engagement strategies to increase product awareness and involvement in roadmap direction. Executed inaugural Marketing Services Summit, including, agenda formulation, preparing content, and promoting event.

Executive Director, Marketing Services Sales and Client Relations ***2002-2004***

- Maximized revenue per document through increasing statement marketing sales, growing to \$33M in recurring revenue.
- Managed contract negotiations and creation of client agreements valued at over \$43M in annual revenue.
- Secured three-year contract with a Tier 1 U.S. communications services provider valued at over \$50M, plus numerous other mid-size new accounts and several contract renewals.

Director, Marketing Services Sales and Client Relations ***1999-2002***

- Developed from the ground up a strategic account management team responsible for contract renewals and partnership development.
- Grew ancillary product sales in recurring revenue with a 25% year over year growth through strategy creation, market need analysis, tactical planning and sales execution.
- Created third-party national advertisers' insertion program to drive additive revenue opportunities for CSG and clients, resulting in \$7.4M in recurring revenue.

Manager, Marketing Services Sales ***1995-1999***

- Created, recruited and trained sales team focused on increasing ancillary product sales that helped clients market to and communicate with their customers through the monthly statement. Implemented new processes, policies and pricing strategies that increased client "stickiness" through extending statement marketing capabilities.

National Sales Manager ***1994-1995***

- Direct selling of Business Support Solutions to media cable, broadband, and satellite markets. Responsible for securing new business revenue contracts and identifying new revenue sources.

ADDITIONAL EMPLOYMENT

- *Account Representative*, The Quaker Oats Company, Omaha, Nebraska, 1987-1994
- *Data Processing Account Representative*, NCR Corporation, Omaha, Nebraska 1985-1987

EDUCATION

CEB/GARTNER CHALLENGER DEVELOPMENT PROGRAM – Cross functional teams learn the process for creating Commercial Insights for strategic solutions and develop messages that become inputs to sales training, enablement tools, and marketing campaigns, 2017

SOLUTION SELLING WORKSHOPS, 2010

PRAGMATIC MARKETING CERTIFICATION – Certified in the fundamentals of the Pragmatic Marketing Framework for market-driven product management, 2010

CREIGHTON UNIVERSITY - Omaha, Nebraska

Bachelor of Arts Degree

Major: Organizational Communications

Minor: Advertising and Marketing