

KAREN JOANNE LEWIS

Chicago, IL

Professional Experience

Environmental Law & Policy Center, Chicago, Illinois

Environmental Business Specialist, January 1999-May 2001

- Developed speaker series addressing sustainable design issues for the design and construction industry in Chicagoland area
- Conducted research for clients, including the City of Chicago, to assist in the formulation of sustainable design programs
- Advised large commercial real estate, architectural and interior design businesses on options for the installation of environmentally-sustainable products and practices
- Wrote grant proposals and reports which resulted in the acquisition of funds to support environmental programs
- Created and implemented educational programs for the National Recycled Paper Coalition

Searle Pharmaceuticals, Skokie, Illinois

Associate Product Manager, U.S. Female Healthcare Unit, May 1997-December 1998

- Launched new product, Flagyl ER, to market in April 1998
 - Developed the strategic and tactical marketing plan, represented the team in coordinating cross-functional activities, including marketing research, promotion, manufacturing, and R&D
 - Responsibilities included managing multi-million dollar budget and agency relations
- Developed promotional campaign for Flagyl 375, including sales representative motivational campaign, which was well-received by customers and resulted in an increase in market share and sales

MBA Rotational Program, June 1995-May 1997

Planning and Business Development Associate, U.S. Female Healthcare Business Unit, June 1996-May 1997

- Coordinated the development of women's wellness disease management program to leverage Searle's presence and sales within managed care organizations
- Conducted research and analysis to determine appropriate resources to optimize opportunities for female healthcare products

Strategic Planning Associate, Corporate Strategic Planning, June 1995-June 1996

- Assisted in the development of a pro-forma balanced scorecard to use for discussions with senior management and Monsanto Operating Committee
- Briefed the chairman and upper management on the Pharmaceutical Manufacturers' meetings so that appropriate action could be taken regarding federal policy issues impacting the company

Minnesota Mining and Manufacturing, St. Paul, Minnesota

Senior Marketing Analyst, 1993-1995

- Provided market research and planning to divisional clients, using various marketing tools, including new product evaluation, market share and segment analysis, industry trend analysis

and customer satisfaction studies for high impact products. Developed actionable recommendations and communicated results

- Developed and co-chaired Environmental Marketing Symposium to identify and leverage business opportunities across the corporation involving environmental issues
- Identified market opportunities and created marketing plans for selling to the federal government

Education

The University of Michigan, *Ann Arbor, Michigan (MBA/MPP)*

Joint Masters of Business Administration and Public Policy, Graduation with Distinction, 1993

- Concentration in Marketing and Strategic Planning, including regulatory issues
- Consultant for Strategic Planning and Environmental Marketing Project for Honeywell, Inc.

The University of Colorado, *Boulder, Colorado, Bachelor of Arts, 1988*

Cornell University, *Ithaca, New York, 1984-1986*

Personal

- Vice-President, Hawthorne Scholastic Academy PTA, Chicago, Illinois
- Alumni Board Member, Ford School of Public Policy, University of Michigan