

# John Smith

Leadership | Strategy | Business Transformation

## MANAGEMENT & STRATEGY CONSULTANT

Oak Park, CA ■ 555.555.5555 ■ [johnsmith@email.com](mailto:johnsmith@email.com)

### TRANSFORMING MARKET MODEL, UNLOCKING CUSTOMER VALUE & ACCELERATING GROWTH

#### PROFILE

Senior Consultant and thought leader with 20+ years of expertise in propelling business growth by driving innovation, game-changing marketing strategies and the customer experience for leading global, national and regional organizations. Blend passions for intelligent sustainability and smart energy with ability to envision change, develop roadmaps and achieve the impossible. Savvy relationship builder, forging alliances with key industry players and partnering with national retailers, high tech companies and manufacturers. Known for building largest conservation portfolio in North America.

Thought Leadership | Business Transformation | Strategy Planning/Execution | Integrated Marketing Partnerships & Alliances | Customer Experience | Product Development | Marketing Communications | Advertising | Market Research | Competitive Intelligence | Consumer Insights | Corporate Branding | E-commerce | CRM | Regulatory Advocacy | Environment/Sustainability | Renewable Energy | Solar Energy | Energy/Water Efficiency

#### PROFESSIONAL EXPERTISE

**Founder & Managing Principal** ■ *Charlotte Street Advisors* ■ *Westlake Village, CA*

2020 – Present

*Charlotte Street Advisors specializes in intelligent sustainability that connects technology and consumers to drive energy and water efficiency and increase adoption of clean technology and renewables.*

Compel business transformation and growth for leading organizations in competitive, highly regulated industries. Offer strategic business planning, marketing and customer engagement best practices.

##### **Business Vision & Strategy**

- **Built 100% referral-driven practice** in response to persistent consulting requests from major industry players.
- **Aided to evolve EnergySavvy product portfolio and connect with target companies**, as provider of revolutionary, industry-changing technology, by advising on long-term vision and strategic direction.
- **Poised conEdison of NY, investor-owned utility**, for sound decision-making on digital channel investments. Gained consensus on digital vision, built Digital Customer Experience Strategy and overhauled digital channels.

##### **Marketing**

- **Facilitated US market development and expansion for Singapore-based TrickleStar**. Identified key priority/high-priority markets, navigated regulatory process, evolved product offerings and revamped marketing messaging.

##### **Product Development**

- **Advanced new product development efforts for next software version of Microsoft's Global Utility and Power practice**. Produced thought leadership on customer service, customer support and new product development.

##### **Alliances & Partnerships**

- **Strengthened TreePeople engagement with leaders across Southern CA and Australia and accelerated solutions adoption for critical drought conditions for TreePeople** by forming alliances and partnerships with water agencies, government leaders and big-box retailers.

**VP, Customer Programs, Services & Marketing** (2017-2020) ■ *Southern California Edison* ■ *Rosemead, CA* 2005 – 2020  
**Director, Customer Experience/Marketing** (2012-2017); **Manager, Market Mgmt/Communications** (2005- 2012)

*SCE Corp. is the primary electricity company for much of Southern California, serving 14 million people across 50,000 sq. mi.*

# Managing The Consultant A Corporate Guide

**Kathleen Armour**



## **Managing The Consultant A Corporate Guide:**

## **Managing The Consultant A Corporate Guide** Book Review: Unveiling the Power of Words

In a world driven by information and connectivity, the power of words has been evident than ever. They have the capacity to inspire, provoke, and ignite change. Such is the essence of the book **Managing The Consultant A Corporate Guide**, a literary masterpiece that delves deep into the significance of words and their impact on our lives. Written by a renowned author, this captivating work takes readers on a transformative journey, unraveling the secrets and potential behind every word. In this review, we shall explore the book's key themes, examine its writing style, and analyze its overall effect on readers.

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### **Managing The Consultant A Corporate Guide Introduction**

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