

**Personal Marketing Plan for Laura Labovich**

**Target Function: SVP/VP/Director**

Global IT Program and Services	Professional Services /Software Development Life Cycle	Digital Media Services
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**Accountability for...**

<ul style="list-style-type: none"> <li>Foster relationships across IT and business groups, facilitate stakeholder meetings and through collaborative efforts identify needs/gaps based on discussions and metric identifiers. Prioritize key objectives, build roadmap strategy and lead programs to implement new services, processes and/or solutions to achieve goals and grow company capabilities.</li> <li>Provide transparency into the organization by establishing meaningful data-driven analysis in conjunction with client input to influence stakeholders and cross-functional teams to make informed decisions and set priorities.</li> </ul>	<ul style="list-style-type: none"> <li>Augment IT service delivery and management through people development, customer engagement, enhanced software, mobile and video collaboration tools</li> <li>Develop high performing teams resulting in Increased team and company productivity as well as significant cost savings</li> <li>Formulate long-range operating plans, \$17+ million dollar complex budgets and drove decisions leading to \$1M+ forecasted operational savings.</li> </ul>
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**Target Company Attributes...**

Foster People Development	Global or Plan to Grow Globally	Proud of what they do
People and Family Oriented	Value added mission	Fun / Collaborative
Creative Culture	Quality-minded	Advocate for Change
Connects people to the organization	Customer and Business Focus	Fosters Innovation
Promotes Wellness / Life Balance / Good Benefits	Clear communicator	High Energy
Leadership Opportunities for Women		Philanthropic

**Location:**

Washington, DC	New York
Chicago	Los Angeles

**Target Companies / Organizations... (Approximately 30-45)**

<p><b>Industry #1 MEDIA</b></p> <ol style="list-style-type: none"> <li>Scripps</li> <li>TVOne</li> <li>PBS</li> <li>Spotify</li> <li>HBO</li> <li>Sirius XM Radio</li> <li>Pixel Corps</li> <li>Vimeo</li> <li>Netflix</li> <li>corp for Public Broadcasting</li> <li>cVent</li> <li>NatGeo</li> <li>For RPM</li> <li>NBC Universal</li> <li>Pilot Media</li> <li>CNN</li> </ol>	<p><b>Industry #2 TRAVEL / HOSPITALITY</b></p> <ol style="list-style-type: none"> <li>Marriot</li> <li>ServiceNow</li> <li>GE</li> <li>oPower</li> <li>Mindshift</li> <li>Zynga</li> </ol> <p><b>Industry #3 EDUCATION</b></p> <ol style="list-style-type: none"> <li>Blackboard</li> <li>Google</li> <li>Kahn Academ</li> <li>Collegeboard</li> <li>LearnZillion</li> <li>Microsoft</li> <li>Tutor.com</li> <li>K12</li> </ol>
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