



BIOGRAPHY – SUE SIMANSKI

Sue Simanski is a business associate of Helle Associates with industry experience in sales, customer service, business process improvement, workforce management, and enterprise project management.

Most recently, Ms. Simanski facilitated the implementation of an ERP system with a manufacturing and distribution company in Rhode Island. She developed the project plan, provided training, and developed, implemented and documented business process improvements. Advised senior management of business practices, which negatively affected the bottom line.

While the head of Customer Care & Implementation for a Web-based, financial planning company, she was responsible for all aspects of customer and partner services, programs and support. She was responsible for the integration of new partners. She evaluated various eCRM packages.

Prior to that, she was responsible for enterprise-wide project implementations at an international insurance company. She provided leadership and direction for the production of system level documentation, survey creation, survey result reporting and training materials generated by the department.

As a Sales Manager for a division of a national hardware distributor, she had annual revenue responsibility of \$48 million dollars. She was responsible for the staffing, scheduling, training, and development of personnel for a 120-seat call center. She developed performance measurement, monitoring and improvement programs. She established goal tracking reporting to monitor the progress of specific business segments.

She has a BS from the University of Massachusetts and has passed the NASD Series 7, 24, and 65 exams.