



# JUDY LANE

TRUSTED SENIOR ADVISOR | EXECUTIVE CONSULTANT

Business | Strategy | Communications | Advocacy

Judy Lane is a dynamic, bold, and visionary leader who is best known by her colleagues, clients and peers as a passionate force to be reckoned with, as evidenced by the numerous national and global campaigns she has orchestrated.

Her professional career has spanned business strategy, marketing, public/corporate relations, advertising and advocacy. Her portfolio has included regional, national and global initiatives on behalf of Fortune 500 companies, government agencies, not-for-profit associations and privately held businesses.

Judy is qualified to help you walk the walk, not just talk the talk. In her career, she has built businesses, orchestrated regional, national and global campaigns for social transformation, created brands, developed market share, and established valuable relationships and profitable partnerships.

VISION. PASSION. CLARITY. PURPOSE. VALUES. STRATEGY. ACTION. SUCCESS

## BUSINESS GROWTH STRATEGIES

Judy Lane is the founder and managing partner of TeamworksGlobal, is a strategic business advisory firm that provides resources and solutions for business growth strategies. With more than 25 years experience in corporate, agency and consulting environments, we create the future with our client partners by providing visionary strategic and tactical planning, corporate development, and by orchestrating national and global public affairs initiatives for social transformation.

We have worked with entrepreneurs, executives, diplomats, high performance teams, and some of the most respected organizations in the world.

- ⌋ Corporate Development
- ⌋ Business Development
- ⌋ Organizational Development
- ⌋ Strategic Planning
- ⌋ Investor Relations
- ⌋ Communications
- ⌋ Brand Development
- ⌋ Media Relations
- ⌋ Publicity
- ⌋ Digital Marketing

*"I enjoy Judy's insight into complex issues, her ability to quickly analyze situations and the ease with which she creates partnerships and channel relationships. Companies that retain her will benefit from her energy, leadership and stature in a national cadre of corporate marketing executives."*

813-830-2996



[judylane.com](http://judylane.com)

# KEY ACCOMPLISHMENTS

- Executive Consultant to a global education enterprise. Managed regional staff and field operations units of over 50 leaders and 200 volunteers. Budget responsibility including cash flow forecasting and development of key revenue strategies. Managed cross-functional teams including Human Resources, Legal, Accounting, Facilities Management, Marketing, Public Affairs and Program Development/Delivery. Revitalized communications and branding initiatives, transformed marketing methodologies and communication strategies. Successfully wrote, proposed and managed major funding initiatives. Led turn-around in two operating regions from a 4-year running loss to a 10% annual increase in revenue for three years running. Launched key initiatives in Mexico, Australia, Canada and Latin America.
- Revitalized a 100+ year old fraternal life insurance organization serving 29,000 members in 13 states. Rebranded company, transformed marketing methodologies and communication strategies, and reorganized executive team. In 5 years, the company went from \$50 million to more than \$100 million in assets, increased single premium income by 67% and turned around member loss to member increase.
- Responsible for corporate strategy, methodology and implementation of an integrated marketing and sales plan for a \$60 million privately-held corporation, reporting directly to the President and CEO. Generated more than \$20 million in new business presentation opportunities within 1 year.
- Created million-dollar co-marketing relationships for Dun & Bradstreet to roll-out a national product/service campaign targeting small businesses in the U.S. Partners included IBM, Bank of America, Pitney Bowes, Avis, MBNA Bank and national business associations.
- Founded a not-for-profit educational foundation and created branding strategy that resulted in successful funding on a first-year basis with corporate resource partners IBM, American Airlines, Smith Barney, Met Life, Levi Strauss, NationsBank, Dun & Bradstreet and Avis. Created and managed alliance partnerships to gather data, share information and pool resources with a national network of media, corporations, education, government, industry and public policy "think-tanks."
- Developed, organized, marketed and produced a national summit in Washington, D.C., with more than 300 delegates participating, as well as members of Congress, federal agencies and representatives of the White House.
- Lobbied in Washington, D.C., representing more than eight million women in America. Created affinity marketing relationships and funding partnerships with AT&T, MCI, American Airlines, Avis, Airfone, Ameritech, Mastercard, KPMG Peat Marwick, Smith Barney, Dun & Bradstreet, Bank of America and NASDAQ. Liaison between key members of Congress, Small Business Administration, Department of Commerce & Community Affairs, and the White House Office of Women's Business Ownership.

*"Judy Lane has more positive energy than anyone I've ever met. She embraces life with the gusto of a warrior and has a heart of gold. Judy's ability to break through the issues at hand and get things done is unmatched. If you want immediate results, she's your person."*