

Sonia H Kim

3126 8th Avenue North * Saint Petersburg, FL 33713 * (727) 537-0561 * sonia@alexandriaconsulting.com

20 years of experience in product management (life cycle methodology), program management, marketing, and management consulting. Process-oriented ability to conceive, plan, and implement program and technology solutions across a wide range of industry sectors within budget and on time.

Professional Experience

Alexandria Consulting * Project Director/Management Consultant * March 1999- Current

Serves as project director for various Open Source, non profit, government, and health and human services data management and integration projects. Manages work teams, and writes project proposals, develops budget allocation, and time lines for projects.

Select Projects:

The City of Santa Monica (Cradle to Career Youth Readiness Team - Data Assessment Project)

- Direct a team of 5 technical advisors to drive and develop project planning, strategies and tactics
- Lead weekly team meetings with City staff to determine weekly work goals and delegate work
- Coordinate with 15 service providers to negotiate and facilitate data integration and exchange amongst various City funded youth programs. Organization include:
 - The Santa Monica – Malibu Unified School District
 - The Boys and Girls Club of Santa Monica
 - CLARE Foundation (alcohol and substance abuse recovery services)
 - Providence Saint John's Health Center
 - Police Activities League (PAL)

DAT Services – Consultant for DATServices' largest software and e-commerce development effort, DATPartners. Product Manager in the product planning, branding, positioning, launch, and promotions of the Partners product line. The Partners product suite strengthened DATServices' 80% market share of the freight logistics industry with \$58M/year annual revenue.

Key responsibilities:

- Co-directed product teams to drive and develop product planning, strategies and tactics; determine organizational responsibilities, time lines, milestones, and introduction criteria
- Managed cross-functional, high-performance work teams conceptualizing, developing, and executing DATPartners beta and launch programs.
- Wrote marketing requirements documents, content, beta, and launch plans for *DATPartners*
- Managed *Partners* beta test and beta defect tracking meetings, which informed the defect/enhancement feedback loop
- Responsible for writing and presenting sales training materials
- Provided market research, analysis, and segmentation studies for strategic planning

OHSU (Oregon Health Sciences University) – Served as Project Consultant with OHSU's 300 + Information Technology Group. Provide content and planning for an intranet career planning tool.

US Software (now Lantronix) * Marketing Manager * September 1996 - January 1999

Established and managed marketing activities including: strategic and tactical planning; product management, internet initiatives, and marketing communications; budget, brand, and positioning; and third-party partner relationships for embedded software products. Products included a real-time operating system, a TCP/IP stack, various networking protocols, and floating point libraries.

Product Management

- Negotiated and managed mission-critical partnerships porting our software products onto Intel, Motorola, AMD, and Sun Microsystems processors
- Internet Access Package (IAP) product enhancement added to USNET based on competitive analysis. This feature boosted sales of USNET by 15% within one year
- Collaborated with engineering to develop NetPeer, the first peer to peer remote-target Java-enabled programming tool in the embedded marketplace. Wrote market analysis and planned positioning, branding, pricing and launch strategies. Product was the “new product innovation” featured showcase at the Embedded Systems Conference.

Portland Repertory Theater * Subscriptions Director

Responsible for departments with earned-income activities in the oldest professional theatre in Portland. Hired to rebuild and restructure box office and subscriptions department.

Management & Marketing

- Identified subscription growth demographics for lagging subscription sales and implemented subscription increase plan. Resulted in a 32% subscription increase in one year and a \$1,790,000 revenue stream
- Successfully managed cooperative marketing and customer service staff of 6 people including: interviewing, hiring, training, and performance reviews
- Developed a corporate sponsorship program for small businesses, which resulted in raising \$20,000 over projected goal in a three-month period.

Oregon Symphony * Marketing Coordinator/Subscriptions Manager

Managed subscription campaigns, and coordinated marketing activities including but not limited to: internet initiatives, direct mail campaigns, customer communications, promotions, and other marketing plans. Worked with an advertising agency to coordinate all media campaigns.

Education

Otis Parsons College of Art and Design, Los Angeles, California
Bachelor of Fine Arts

Brown University, Providence, Rhode Island
Sociology Concentration