

Ryan L. Sievers, MBA

Chicago IL 60611

+1 (312) 972-3569 mobile

ryan@ryansievers.com

ryansievers.com

Business strategist and trusted advisor

Business strategy expert, creative thinker, and team leader with a reputation for effective execution.

Leading the way with 15 years of business strategy, program management, and marketing communications expertise across a wide range of industries. Motivated by a passion to understand client/customer needs and wants, backed up by a proven ability to successfully strategize and execute in complex environments. Lead engagements with strong team-building expertise to leverage team talent in order to achieve business objectives and exceed expectations.

Expertise

- Business Strategy & Planning
- Management Consulting
- Team Building & Team Leadership
- Program & Project Management
- Delivery Execution & Leadership
- Change Planning & Management
- Marketing Communications
- Brand Development & Management
- Executive & C-Suite Engagement

Career

Principal Consultant – Business Advisory Services, Delivery Leadership, *Slalom Consulting*, Chicago, IL (2014 – Present)

RESULTS

- Serve as program and engagement lead across strategic client projects that combine business strategy, communications, and technology execution.
- Design and execute strategies and systems to help clients solve some of their most complex and interesting business challenges.

METHODS

- Oversaw \$2.4M business strategy, organizational readiness, and process improvement program to enable rapid market scalability and capitalization.
- Planned and executed program to define and roll out a new line of business to triple inbound customer processing and fulfillment volume.
- Designed and launched an organizational change program to drive internal adoption of User Experience principles to enable rapid quality prototyping.
- Successfully deployed organization-wide internal training and development programs for clients to promote and implement business strategy changes.
- Designed and introduced advanced PMO to rapid-growth internal consulting team to more efficiently deliver project value over \$200M.

Program Manager – Strategy & Analytics, *Redbox Automated Retail, LLC*, Chicago, IL (2012 – 2014)

RESULTS

- Designed and introduced advanced PMO to rapid-growth internal consulting team to more efficiently deliver project value over \$200M.
- Directly engaged and coached Strategy & Analytics team with PMO process and advanced capabilities which resulted in \$43M DCM in FY13.

METHODS

- Created the project management organization (PMO) function for the Strategy & Analytics team an industry-leading internal analytics and consulting group.
- Established a systematized project tracking and management process to capture essential information, establish KPIs, and drive team self-analysis.
- Collaborated with Outerwall technical teams to design, develop, and implement robust project management portal for daily tracking and long-term review.
- Developed organizational PM development and advancement plan to drive increased capability and value delivery to Redbox and Outerwall, Inc. leadership.

Director of Business Strategy & Co-Founder, *Marc-Ryan Group*, Chicago, IL (2011 – 2012)

RESULTS

- Directed the successful launch of a new company with business plan, revenue model, brand identity, web site, and PR with on-target revenue earnings.
- Published core IP including first book, launched first web-based video series, and appeared on Food Network within the first 12 months of operation.
- Utilized customer insights and analytics to increase visitor traffic to core digital assets with month-over-month gains of 200%, without advertising.

METHODS

- Designed and launched the company brand identity, brand development strategy, and public relations and communications program.
- Managed all day-to-day business operations, branding, and public relations communications from launch through production of strategic IP.
- Developed IP monetization strategy and long-term business development opportunities to gain brand recognition foothold and customer awareness.

Senior Program Manager – Dynamics, *Microsoft Corporation*, Redmond, WA (2008 – 2011)

RESULTS

- ▶ Drove budget centralization program slated to save 700 person-hrs of process and \$5M+ in budget efficiencies for MBS division in a single FY.
- ▶ Spearheaded vendor management program to streamline 10+ global vendors and \$15M+ in services, projected to gain \$2.5M in efficiencies next FY.
- ▶ Following 2008 financial crisis, revamped R&D team fiscal process and budget discipline to save \$1.5M+ from Q2 FY09 budget.

METHODS

- ▶ Directed state-of-the-business analysis to pinpoint critical issue areas for the organization and proactively guide organizational decision making.
- ▶ Trusted advisor and positive change agent for the organization and proactively managed group culture across a highly distributed global organization.
- ▶ Organized and managed global privacy compliance program for all ERP and CRM products shipped from the division, averaging 1,200 releases annually.

Principal Consultant & Founder, *Sievers & Co.*, Pittsburgh, PA (2001 – 2008)

RESULTS

- ▶ Founded, directed, and managed a profitable premier business strategy, marketing communications, and project management consultancy.
- ▶ Successfully rebranded 10+ mid-size corporate and non-profit clients with planning and execution of identity launch and brand management programs.
- ▶ Enabled sales increases (+8% average) for small-size clients through combination of business strategy and brand management programs.
- ▶ Guided key business planning and branding efforts for the successful launch of 8 first-round start-up businesses, exceeding first year revenue targets.

METHODS

- ▶ Planned and executed long-term and mid-range business and marketing strategy projects formulated to leverage clients' competitive advantages.
- ▶ Designed tailored business and corporate identity strategies to enable increased operational and market performance and improved program ROI.
- ▶ Won company-wide buy-in for strategic business and communications solutions that successfully repositioned the client to out-manuever competitors.
- ▶ Cultivated a collaborative and partnership-oriented consulting environment to facilitate mutual successes through creative problem solving.

Adjunct Professor – Business Management, *Community College of Allegheny County*, Pittsburgh, PA (2003 – 2008)

RESULTS

- ▶ Achieved top 5% student survey rating for 14 consecutive academic semesters over five years, and an average student attendance of 91%.
- ▶ Received multiple peer and student body accolades for the creation and classroom-use of innovative group-interactive experience projects.

METHODS

- ▶ Taught engaging undergraduate business courses with an emphasis on business management, the marketing environment, and the principles of finance.
- ▶ Created innovative group-interactive learning and experience projects for students to apply their academic business knowledge to real-world scenarios.
- ▶ Keynoted academic and corporate talks on contemporary business issues, real-world application of management theories, and effective entrepreneurship.

Methods

- ▶ Gained experience across industries including small businesses, mid-sized enterprises, non-profit organizations, first and second-round start-ups, banking and investment firms, film industry companies, agro-business, law firms, music artists/studios, educational institutions, and specialized retail.
- ▶ Program-manage for success with a strategic roadmap—plan the path, survey the path ahead, and course-correct in anticipation of dependencies and risk.
- ▶ Establish KPIs to measure project successes and quality, as well as calibrate with client expectations and to drive engagement and satisfaction.
- ▶ Influence key participants and decision makers throughout project lifecycle to ensure buy-in and successful project launches.
- ▶ Pilot critical projects before large-scale roll out to ensure glitch-free debut and operation.
- ▶ Drive for continual internal efficiency and efficacy to maintain agility and business environment awareness, including fiscal and budget responsibility.
- ▶ Promote and foster a team culture of win/win possibilities, team play and assists, and continual betterment.
- ▶ Steadfast moral and ethical leadership in a diverse and globally dispersed team environment.

Education

Master of Business Administration (MBA), International Management
United Business Institutes, Brussels, Belgium

Bachelor of Arts (BA), Anthropology with minors in Design Studies and International Studies
Iowa State University, Ames, IA

Independent Studies in **architecture history**—program credit directed to BA at Iowa State University
Harvard University, Cambridge, MA

Independent Studies in **Japanese language and culture**—program credit directed to BA at Iowa State University
Michigan State University—Japan Center for Michigan Universities, Hikone, Japan

Archaeology Field School—program credit directed to BA at Iowa State University
University of Colorado at Boulder, Managua, Nicaragua

Volunteerism

► Network for Teaching Entrepreneurship (NFTE) – Chicago

► Ronald McDonald House Charities of Chicagoland & NW Indiana

► Slalom GLASS Chicago Co-Lead