



ANNA TAUZIN RICE

ANNATAUZIN.COM

Hands-on senior leader known for strategic and innovative approach, with extensive accolades for fostering relationships with industry contacts, cultivating company culture, and establishing creative strategies for increased revenue and achieving partner and company goals. Specializes in inventive problem solving, closing deals, managing high-performing teams, and orchestrating opportunity.

GET IN TOUCH



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SOCIAL MEDIA



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EXPERIENCE

TEXAS RESTAURANT ASSOCIATION (TRA) · AUSTIN, TEXAS

Vice President, Marketing & Innovation · 2016 – Present

- Create and manage an enterprise-wide, streamlined strategy to cultivate and acquire new partnerships, and a process to enhance existing relationships
- Increased average contracted sponsorship by 87%
- Develop and manage corporate partnership business development and fulfillment process, leveraging all existing opportunities across the TRA
- Utilize design thinking methodology to create solutions for partners' challenges and generate revenue for the Association concurrently
- Develop marketing plans and budgets for annual tradeshow, membership, products, partner programs, and TRA Education Foundation including traditional, experiential, and digital strategies
- Create and organize the execution of TRA's strategic plan, identifying objectives and tactics for building the Association's member value and revenue
- Directly manage and drive a cross-functional team
- Maintain reputation of thought leader with restaurant and food technology by speaking at events and acting as a trusted expert for journalists and researchers

NATIONAL RESTAURANT ASSOCIATION (NRA) · WASHINGTON, DC

Head of Innovation & Entrepreneurial Services · 2014 – 2016

- Created and directed the Association's innovation projects and events, including the Restaurant Innovation Summit, Startup Alley, and Tech Tour
- Increased average attendance for online innovation webinars by 90%
- Oversaw increased Net Promoter Score for Restaurant Innovation Summit to 78
- Developed strong collaborative relationships and executed projects with corporate partner member companies of all sizes
- Led 10+ person cross-functional teams, ranging from membership, communications, executive, technology, research, and foundation on member value campaigns
- Served as an industry subject matter expert in innovation and restaurants

Digital Innovation Manager · 2012 – 2014

- Led web, mobile, and social media strategy development and implementation
- Managed budgets (ranging from \$20k - \$750k) and relationships with internal stakeholders and outside vendors on projects including website redesigns, a kids mobile app game, SMS-marketing campaigns, and better event registration systems, coming in under budget and on schedule
- Implemented enterprise-wide social media solution and trained all relevant staff on the new platform



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SPEAKING

Keynotes and Moderator

Food Trends, Disruptions in Foodservice, Restaurant of the Future, Future Today Summit, Off Premise Dining, On-Demand Third Party Delivery for Restaurants

Panelist

Food Waste in Restaurants, Grocerants and New Food Economy, The State of Hospitality Technology, Defining Taste

LEADERSHIP

SXSW Interactive

Advisory Board Member
2011 - Present

Chowbotics

Advisor
2016 - Present

ShortKlips

Advisor
2016 - Present

FTW Ventures

Advisor and Mentor
2016 - Present

DC State Fair

Board Member
2013 - 2015

EXPERIENCE (CONT.)

Web Communications Specialist · 2011 – 2012

- Led execution on web marketing and communications strategy and initiatives for Association programs and products using HTML, PHP, CSS, and JavaScript
- Created and led web governance structure and team to streamline web strategy
- Designed wireframes, mockups, and user storyboards for new and existing web and mobile products
- Applied Google Analytics tools to analyze user habits and optimize web products for better user experience and growth

J-LAB · WASHINGTON, DC

Web and Social Media Editor · 2008 – 2011

- Created and managed all websites and social media accounts for the journalism research center and lab
- Routinely wrote and summarized grant reports from grantees and formatted for quarterly and annual reports
- Served as production assistant for multiple documentary video and web reports on experiments with journalism startups
- Designed print and web collateral for initiatives, advertisements, and awards programs
- Managed and recruited rotating group of interns
- Led and implemented website redesign with internal and external stakeholders

EDUCATION

MASTER OF ARTS - JOURNALISM AND PUBLIC AFFAIRS

American University · Washington, DC

BACHELOR OF ARTS - MASS COMMUNICATION

Texas State University · San Marcos, Texas

ADDITIONAL EXPERTISE

Facebook Chatbot Builder Course, Swift iOS Mobile Development, Agile Scrum, Advanced Google Analytics and Remarketing