**TERI L. KNIGHT**

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**Senior Manager – Business Optimization**

**Business Process Development / Vendor Management / Team Leadership / Program Management   
Global Business Operations / Process Improvement / Problem Resolution / Operations Design & Management  
Offshoring / Cost Reduction / Client Satisfaction / Audits / Best Practices / Project Management**

Results-driven leader with a track record of blending extensive operations knowledge with innovation to improve processes and respond to changing business demands. Exceptionally adept in analyzing needs and leveraging opportunities and resources that quickly drive procedural efficiencies. Delivers organizational value by collaborating with key stakeholders to align priorities and manage resources so that projects are completed within deadlines and budget. Can immediately contribute by:

• **Delivering new products, solutions, and projects on time and on budget.**

* **Streamlining service and system workflows that improve processes and save significant costs.**

**• Collaborating with key stakeholders to ensure effective and efficient project implementations.**

* **Recruiting and developing high-performance teams.**

**• Building and maintaining strategic relationships with vendors and third-party providers.**

* **Improving customer satisfaction and loyalty through building customer relationships.**

**Education: AS – Business Management and Marketing,** Shorter University, GA. **Awards: IBM Top Performer,** awarded twice**,** honoring top 5% of performers; **IBM Star Award,** honoring outstanding representation of IBM values, by peers; Listed on Strathmore’s Who’s Who Worldwide List, an online list of International Business Leaders.

**Career History and Highlights**

**Entrepreneur—Founder**

Gourmet Foodie Shop (e-business)  
2016 to 2018

Provided strategic and operational direction for startup e-commerce business that offered gourmet condiments, spices, and accessories. Worked with distributors, content experts, and software developers to manage CRM data, marketing campaigns, and order fulfillment. Seeking transition back to organizational environment.

* **Accelerated e-business launch 30 days ahead of schedule.** Sourced vendors for software systems, web development, and order fulfillment solutions. Developed content for 300 product descriptions, leveraged SEO and CRM tools, and negotiated order fulfillment contracts. Average order value for year was $40.05.
* **Negotiated shipping rates, saved 35%.** Challenged to maintain 3-5% profit margin, focused on cutting transportation costs. Researched and found vendor willing to offer a sliding scale discount for drop-shipping services. Added webpage link allowed points to accumulate based on referrals, significantly reducing fees.

***Teri L. Knight Experience Continued* *Page 2***

**Cloud Marketing Leader – Worldwide Channel**

IBM

2014 to 2018

**Manager, Ecosystem Development and Operations,** 2003 to 2014

**Program Manager, Worldwide ISV Partners,** 1999 to 2003

Liaison between IBM Cloud and Global Business Services (GBS) marketing teams for SaaS, PaaS, IaaS, and DevOps. A newly created position and new division, responsible for developing web page design and content, maintaining weekly updates, increasing Search Engine Optimization (SEO), and developing Key Performance Indicators (KPIs). Created content, assets, information sessions, speaker presentations, and video testimonials for key IBM Cloud events. Demonstrated steady career progression through IBM management and operations positions, managing over 20 direct reports with budget of $250K. Corporate RIF.

* **Boosted click-through rate by 46%.** Cloud content for business partners was not utilized or valued. Held weekly meetings, providing KPI analyses and developing resources such as templates, newsletters, and go-to-market content. Improved utilization metrics from landing page to content categories in six months.
* **Launched first-ever, worldwide IBM Cloud event.** Tasked with recruiting, preparing, and hosting keynote speakers. Identified early-adopters of the Cloud Strategy, produced content, including video testimonials of speakers. Worked alongside CEO to facilitate the event. Session ranked in top five of over 100 sessions.
* **Increased business recovery revenue 150%.** Identified opportunities to engage more frequently in requirements discussions, Lean business practices, and SOW negotiations. Cross-trained team on multiple programs, increasing offerings to the global business channel by 240% with no additional expense.
* **Slashed operation expense by 50%.** Challenged to cut software business unit budget in half by off-shoring operations to IBM China. Prepared and conducted transition training for US-based manager and Chinese team on database access, support tools, and administrative authorization. Completed one month early.
* **Achieved 100% compliance rating by US Treasury and IBM auditors.** PartnerWorld, IBM’s business partner program, had strict regulations. Learned all federal and internal auditing requirements related to partner agreements and acknowledged as SME. Contributed to embargo and IP compliance for over a decade.
* **Deployed IBM’s first e-commerce site, added $100K revenue.** Business partners needed online software access and support. Led efforts to construct business processes, user-interface architecture, compliance standards, and accounts receivables system. Launched subscription-based solution on time, under budget.

**Previous Work History:** Program Manager for Computer Task Group (IBM Consultancy); Market Research Manager for Equifax; Assistant Director for CBM Education Center; Commercial Real Estate—New Construction Development/Leasing Agent/Property Management for Breckenridge Plaza; and Administrative Operations for U.S. Department of Defense.

**Additional Information**

**Community**Member, Board of Directors for International Not-for-Profit Organization

**Hobbies**

Gardening, Cooking, and Reading