

## Carmen Cornier

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319 Maple Way  
Anytown, CA 95847

Home: (419)332-9863

### Education:

- 1987-1989      **NEVADA GRADUATE SCHOOL OF BUSINESS**      Reno, Nevada  
Masters of Business Administration.  
Peer Advisor.  
Active in numerous community and school initiatives.  
Class award for congeniality.
- 1977-1981      **SKYLINE UNIVERSITY**      San Bruno, CA  
B.S., *summa cum laude*, in Electrical Engineering.

### Experience:

- Summer 1987      **ANALYTICS, INC.**      Santa Clara, CA  
**Marketing Consultant** charged with overall analysis of software marketing.  
• Proposed, designed, and analyzed marketing research including 2000 mail and 400 telephone surveys.  
• Recommended significant changes in positioning, distribution, and advertising content, format, placement, and budget.  
• Helped marketing and advertising teams to implement the recommendations.  
• Subsequently retained as consultant to Analytics Inc.
- 1985-1986      **INDEPENDENT MARKETING CONSULTANT**      New York, NY  
• Created and placed advertising campaigns for small businesses.  
• Performed competitive and industry-trend analyses.  
• Developed, supervised, and analyzed customer surveys.  
• Created promotional campaigns and tracked their effectiveness.
- 1984-1985      **FUTURE TECHNOLOGIES, INC.**      San Bruno, MI  
**Project Manager** in New Services Planning and Implementation.  
• Proposed, planned, and managed a \$1 million laboratory to simulate new services and study customer reactions.  
• Led customer studies teams of engineers and psychologists in investigating emerging and long-term customer needs.

**Additional  
Information:**

Avid skier and tennis player.

Fluent in German and Spanish.

Winner of contests in photography, film making, writing and speech.