

# MARY ANN SIGNORELLI

## PROFILE

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Experience and proven results in the areas of operations and administration; marketing and communications; program design, management and implementation; project management; special events; and new product/services launch. Particular focus on effectively linking broad-ranging strategic business goals with day-to-day operations and external marketing initiatives.

### ▪ **Administration/Operations**

- As Chief of Staff – Office of the CEO
  - Conducted research and analysis—specialized internal financials, clients, target clients, personnel, and competitors.
  - Prepared presentations for board, clients, public speaking engagements, internal meetings for CEO.
  - Developed and coordinated the production of annual report.
  - Authored internal communications and developed strategic messaging.
  - Created methodology to monitor and report on client development efforts of consultants.
  - Developed contracts and managed relationships with strategic contractors.
- As Chief Operating Officer/Global Key Accounts, coordinated client service efforts of 3,000+ individuals providing services to top tier clients, generating revenues of over \$600M. Included coordination/adaptation of diverse firmwide and office specific procedures and reporting—financial reporting design, client satisfaction and performance measurement.
- As Chief Administrative Officer/Marketing Director of Global Economics and Financial Consulting Practice, responsible for development and management of \$5M budget.
  - Developed electronic networks—to coordinate global efforts, increase efficiencies in staffing and delivery of client service, leverage knowledge and expertise.
  - Developed service database to track worldwide experience, identify market trends, link resources.
- Member, Training Advisory Group—responsible for identification, development and execution of training initiatives for worldwide practice (600+ personnel). Development of standardized engagement procedures.
- As independent consultant developed operational and financial reporting procedures, managed day-to-day operations, trained staff, and developed marketing strategies for retail boutique.
- As independent consultant provided operational and administrative assistance, including office setup and organization, and performed research for startup.

- **Crisis Management**—from the Enron matter to natural disasters, developed strategies, assembled teams, and created/implemented processes to hit the ground running and produce results fast.
  - Re: Enron—designed and implemented 360°, 24/7 communication process—to gather client feedback, analyze market perceptions and effect on revenue stream, and link individuals to the right resources for largest office of the firm. The process was replicated on national basis; I was responsible for training and rollout nationwide (30+ offices).
  - When a hurricane hit less than 35 days to commencement, completely redesigned, reorganized and relocated three-day conference for 250 top-level external executives. Involved strategic analysis of alternatives (including financial), recommendations to upper management, and development and execution of plan of action—direction of all internal personnel, external support teams/vendors, as well as extensive communications and coordination of high level external executive attendees.
    - Developed successful negotiation strategy to recoup all hotel and airline costs associated with original hurricane site.
  - Called in to direct and coordinate conference in partnership with external media. Within short time frame (60 days), developed and coordinated 50+ sessions (including identification of speakers and topics), assembled and organized support team, developed internal coordination and reporting guidelines and procedures (with information updates on a daily basis), and increased paid attendance by over 100%.



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## PROFILE (continued)

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- **Communications**—internal and external markets. Print, electronic, and audiovisual media.
  - Brand development and launch for global practice—graphics, newsletters, presentations, webcast broadcasts, conferences, videos.
  - Global practice-wide knowledge database development; best in practice engagement resource.
  - External market strategy and launch—global practice.
  - External print media (including financial analysis), responsible for internal and external communications—to inform, educate, and sell —covering print (press releases, brochures, newsletters, advertising, invitations, proposals), electronic (creating global knowledge sharing databases, engagement resource), and video.
  - Successfully launched three new service offerings—increasing revenue by \$40M.
  - Internal communications—development of video for national business consulting firm to share strategic direction of firm to all employees (2,000+).
- **Advertising/Public Relations**—strategy and concept development to implementation.
  - Development of first-in-industry (legal consulting services) global advertising campaign.
  - Coordination of international communications.
  - Successful launch of new products and services—in distinct geographic markets. Included development of trade show presence, competitor analysis, and supporting marketing materials
  - Channel identification and development, development of strategic business partnerships.
  - Media/public relations coordination and development—press releases, expert identification and interview coordination, relationship development.
  - Development of strategic corporate partnerships.
  - Development of collateral material—electronic and print.
    - Extensive writing and editing—brochures, newsletters, internal communications, annual reports.
    - Print design and production—including agency selection and management.
- **Market/Relationship Development**—identification and development of untapped market for services. Developed unique program for Fortune 100 General Counsel—carefully structured to foster relationship development and growth. Hallmarks of exceptional client service, attention to detail, and leading-edge content and execution.
  - First ever, cross-industry, global initiative of its kind for the firm.
  - Within 2 years, noted industry-wide as “the must-attend conference.”
  - Within 3 years, generated cross-functional revenues greater than 500% return on investment.
- **Special Events**—strategy through execution and follow-up.
  - General Counsel Forum series—noted by Fortune magazine as “one of the best” conference series ever conducted.
  - Women in Business series—national media attention (with Hillary Clinton as keynote), diversity focused/corporate market positioning, major Chicago corporate sponsorship development. Involved coordination with Secret Service.
  - CLT (*Corporate Legal Times*) Superconference—called in late in the game (less than 60 days prior to conduct) to develop and organize 50+ session, 50+ speaker conference, and manage key external partnership.
  - American Bar Association—sponsored/executed major events at major venues, e.g., Ellis Island, Art Institute of Chicago.
  - For international consulting firm, coordinated conduct and messaging of new global strategy for international conference held in Cape Town SA. Working with Board and upper management, developed agenda and presentations, supporting video and identification of external keynote speaker. Created follow-on supporting materials to communicate messaging to 30,000 employees worldwide.



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## PROFILE (continued)

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- **Special Events**—strategy through execution and follow-up. (continued)
  - Coordination of 200+ conferences, both national and international in scope, for internal and external audiences, ranging in size from 6 to over 3,000.
  - *From the Ground Up: A History of Architecture in Aurora*—designed, developed, researched and curated exhibit for the Public Arts Commission of Aurora IL.
  - *Art for the Public: Rediscovering WPA Art in Aurora*—designed, developed, researched and curated exhibit for the Public Arts Commission of Aurora IL.

## EMPLOYMENT

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- **Independent Consultant.**
- **Huron Consulting Group**—Chicago IL. Chief of Staff—Office of the CEO.
- **Arthur Andersen**—Chicago IL.

## EDUCATION

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### Northwestern University

Evanston, IL

- BE, Secondary Education—English.

## INTERESTS/COMMUNITY INVOLVEMENT

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- **Historic Preservation**
  - Member Aurora Historical Society (past board member), Aurora Public Arts Commission (former consultant).
  - Co-founder—Aurora Heritage League.
  - Co-chair—committee to gain historic designation for Riddle Highlands District, Aurora IL.
  - Marketing/communications consultant—Aurora Preservation Department, Aurora Public Arts Commission.
    - Design, develop, research, execute and curate special exhibits.
  - Historic renovation of personal residence circa 1929. Recipient of Mayor's Award for Excellence in Historic Preservation.
- **Political Strategy and Communications**
  - Communications strategist—successful campaign to elect first Hispanic Alderman—Aurora IL.
  - Campaign manager, Alderman at Large—Consolidated Primary and Election—Aurora IL.
- **Community Involvement—Other**
  - Aurora Community Mobilization Advisory Board/Aurora Cares.
    - Steering Committee, Special Subcommittees—Crime Prevention and Crime Intervention.
    - Grant Funding—Evaluation Subcommittee.
    - Bardwell Neighborhood Initiative—Crime and Safety Task Force.
  - Near West Neighborhood Initiative—Neighborhood Revitalization Task Force.

