

LADD BOSWORTH

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This letter is to introduce you to my background in project management and business analysis . As you will note on the enclosed summary of my qualifications, I have extensive experience in key aspects of strategic / tactical planning, customer relationship management, operations and leadership.

My impact can be measured in meeting corporate objectives on-time and within or below budget, product / service innovation and a contagious results-oriented drive and effective balance of short and long-term strategies. In particular, I would like to direct your attention to the following skill sets:

- **Leadership ~ Global Communication ~ Solution Strategy Planning ~ Operations**
- **Product Management / Launch ~ Negotiations ~ Problem Resolution ~ Lean Six Sigma**
- **Cost Control ~ P&L ~ Customer Relationship Management ~ Cross-Functional Teams**
- **Web Design / Metrics / Services / Content ~ Resource Management ~ Training**
- **Best Business Practices ~ Statistical / Business Analysis ~ Policies and Procedures**

Throughout my career, my commitment to aligning IT innovation with business needs has ensured positive bottom-line results. Additionally, my excellent communication and motivational skills have fostered a valuable atmosphere of teamwork among employees that greatly enhances productivity and creativity. My ability to facilitate change and work with highly productive domestic and international teams has consistently contributed to the success of the organization.

I welcome the opportunity to discuss your needs and my qualifications with regard to potential opportunities.

Sincerely,

Ladd Bosworth

**PROJECT MANAGEMENT / BUSINESS ANALYST**

*Domestic / International  
Multiple Locations*

**Leadership ~ Global Communication ~ Solution Strategy Planning ~ Operations  
Product Management / Launch ~ Negotiations ~ Problem Resolution ~ Lean Six Sigma  
Cost Control ~ P&L ~ Customer Relationship Management ~ Cross-Functional Teams  
Web Design / Metrics / Services / Content ~ Resource Management ~ Training  
Best Business Practices ~ Statistical / Business Analysis ~ Policies and Procedures**

- ❖ A creative, results-oriented professional with extensive experience in planning and managing projects from concept to implementation. Led major projects and implemented content management migration.
- ❖ Demonstrated skills in business analysis, change management planning, design, development and implementation of process and technical solutions. Business problems include program and project management methodology refinement for integration of new solutions for clients.
- ❖ Unique experience and proven skill in translating and negotiating between technical and business units to analyze, define and ultimately satisfy customer requirements.
- ❖ **B.A.**, Colorado College, Colorado Springs, Colorado.

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**KEY ACHIEVEMENTS**

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- Outlined and designed a project to update the intranet site design. Surveyed the employees to determine their opinions and suggestions on the customization of the homepage. **Result: Rolled out a new site with tools to allow the employees to customize their homepage with favorite links, contact information, bookmarks, search terms and tools displayed.**
- Marketed the new site outline to employees by designing coffee tumblers with the highlighted features. Sent out weekly e-postcards, held training sessions and presented a webcast demonstrating the new features and benefits of the site. **Result: Reduced the “panic” around rolling out new technology to the employees. Employees were well-informed and many became advocates of the changes with their co-workers.**
- A business unit was redesigning their site and initially did not want internal assistance. They chose to use their marketing firm instead. After lengthy delays and no progress on the site, they asked for advice. Reviewed the project, outlined a process to effectively redesign the website and hired a web design firm to do the design of the site. **Result: Launched the site within three months, well ahead of the timeline from the marketing firm. Saved 50% over the cost estimates from the marketing firm.**
- Used a web analytics program to view statistics over a three month period, which outlined and categorized the most viewed communications within the organization. Found that employees would not read stories with headlines that sounded like press releases. They preferred stories about other employees. **Result: Saved \$500-\$1K per story that we posted on the site.**

**(Key Achievements Cont'd.)**

- Presented the outline for the Intranet redesign to the Executive Committee for approval of non-budgeted expense. Created an overview of user feedback, outlined the concerns and presented the timeline. **Result: The additional expenditure of \$40K was unanimously approved due to the direct comparison of challenges and solutions.**
- Converted the external site to the system used for the intranet since each site was using a separate content management system. Each site was being billed as a separate IT expense. **Result: Reduced IT support costs by \$200K.**
- Investigated a new version of web analytic software. Set up demonstrations of each product and invited members of other web teams to define the pluses/minuses for each product. **Result: Quickly identified the product that best fit the needs of the team and stakeholders. The new software will be installed first quarter of 2008.**
- Responsible for training international business groups to update their department's intranet pages utilizing the standard content system. **Result: Trained 15 content contributors on basic web design and content maintenance.**
- Launched a redesign of the company's extranet site to reflect the business structure and corporate communications. Created a fresh design and layout that clearly communicated the business structure. Added a section for news and announcements on the homepage. **Result: Traffic site increased and improved visibility of communications and press releases.**
- The content management system was end-of-life and no longer supported by the vendor. The upgrade cost was \$100K. Investigated other content management solutions, chose three vendors and evaluated the positives and negatives of all three systems. **Result: Chose a system which will only cost \$50K and offers significant improvements over the previous system.**
- Researched blogging capability for the VP of Communications. Presented best practices and the pitfalls of corporate blogging to the corporate communication department. **Result: VP decided that blogging is not currently a good fit for the organization and that the bandwidth was not available.**
- Researched social networking functionality for the marketing website. Presented the benefits and the pitfalls of social networking sites to the Marketing Director. **Result: Director decided that social networking was not a good fit for his business unit.**

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**TECHNICAL SKILLS / CERTIFICATIONS**


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Adobe PhotoShop ~ Quark Xpress ~ Macromedia Flash / Fireworks / Contribute  
 Dreamweaver ~ HTML ~ CSS ~ JavaScript ~ Interwoven Teamsite ~ Microsoft Office Suite  
 Blogs ~ Social Networking ~ Threaded Messaging Systems  
 Windows XP ~ Apple Macintosh OS  
 Lean Six Sigma Green Belt ~ Web Design World: Design, Strategy & Usability  
 User Interface Design / Usability Principles

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**CAREER SUMMARY**


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**Global Web Operations Manager**  
**Intranet Content Manager**  
**Web Designer**  
 ~Arrow Electronics, Denver, Colorado~  
**Web Designer / Principal**  
 ~Web Design Company, Denver, Colorado~