

Curriculum Vitae

Gina P. LaRoche

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ACADEMIC PREPARATION

- 1994 Harvard Business School
Masters in Business Administration.
- 1988 Georgetown University
Bachelor of Science in Business Administration, with concentration in Finance,
minor in History.

PROFESSIONAL EXPERIENCE

- 2009 Seven Stones Leadership Group, *Director*
- Co-founded professional services firm dedicated to developing organizational leadership and guiding individuals on their personal journeys.
 - Transformed business and strategic frameworks to allow for organizations and individuals to work inside of a new paradigm of sufficiency.
 - Coached and facilitated; seminars, training, focus groups and retreats leveraging experience with leadership development, strategy implementation, context creation and change management.
 - Managed administrative functions, marketing initiatives and sales strategy and staff development for firm.
 - Clients include Yale University, UMass Emerging Leader's Program, American Student Assistance, Simmons School of Management, Museum of African American History.
- 2004-Present Simmons School of Management, *Affiliated Executive Education Faculty*
- Faculty member for executive education for mid-level managers of a Fortune 500 company.
 - Faculty and Coach for senior executives in open-enrollment courses.
- 2001-2008 INSPIRITAS, *Managing Director*
- Co-founded leadership training, consulting and coaching company.
 - Developed and delivered over forty coaching, training and consulting engagements to corporate and individual clients.
 - Led *Strategy Intensive* two-day executive education program at Harvard Faculty club.
 - Consulted and facilitated executive mentoring program at EMC.
 - Facilitated off-site retreats for executive teams at client companies.

- Conducted executive education training at Credit Suisse Business School and at the Harvard University Center for Training and Development. Courses taught include: Management Essentials, Foundations of Leadership and Valuing Diversity for Leadership Essentials.
- Created leadership curriculum for Harvard University, American Student Assistance (ASA) and Stamford Hospital.
- Co-led strategy engagements for executive team at client companies including: Miller Brewing, Stamford Hospital, Mercury Computing, All State Legal and ASA.
- Coached more than 50 entrepreneurs as they founded start-up ventures and corporate managers who wanted to make a difference.
- Managed administrative functions, marketing initiatives and sales strategy for INSPIRITAS.

2000-2002

Ingia Solutions, *President*

- Founded Ingia Solutions which provided strategic marketing expertise to technology and emerging growth companies.
- Led consulting team and delivered work in eight weeks for a major launch of software for digital marketplaces and was the lead marketer for the industry analyst tour. Client received \$5M in VC funding after the successful company launch.
- Worked with partner network to deliver a total marketing solution including: design, web, PR, competitive analysis, strategy and implementation to clients. Results included increased market presence, new market initiatives and improved customer satisfaction.
- Managed administrative functions, marketing initiatives and sales strategy for Ingia.

1998-2000

Computer Science Corporation, *Senior Consultant*

- Directed the Marketing for new Net Markets organization within CSC Consulting.
- Organized the development and launch of Net Market services offerings at major industry event.
- Worked with corporate marketing and public relations firm to craft and deliver messages and execute analyst strategy.
- Crafted and delivered Net Markets sales training to sales force.
- Managed product marketing for e-Business group and all CSC Consulting e-business offerings.
- Served as product marketing manager for Lynx, an application framework, and developed and delivered training on the component-based methodology to CSC consultants.
- Co-developed and delivered consulting training for Internet strategy engagements.
- Trained client developers and consulting group employees as e-business experts.

1997-1998

Vicorp, *Product Marketing Manager*

- Served as marketing manager for \$43 million worldwide telecommunications business unit.
- Managed marketing strategy and direction of international business unit.

- Implemented new product-focused strategy for primary product Lydian, a software application suite that provided calling card, prepaid calling card, prepaid wireless, toll-free and international callback services to major telecommunications service providers worldwide.
- Participated on international team responsible for gathering marketing and customer requirements for future product releases and wrote product specifications and delivered them to development team.
- Created and managed whole product planning effort for launch of a new consulting service.
- Developed, organized and conducted worldwide sales training and business unit strategy meetings for company. Created all marketing collateral for products.

1994-1997

Open Environment Corporation

Product Marketing Manager 1996 - 1997

- Conducted business analysis for all new products and future strategy decisions. Responsible for obtaining customer requirements, conducted market and competitive analysis.
- Authored product descriptions and marketing collateral for object-oriented, Internet and middleware products.
- Determined strategic direction of flagship product as a member of the core product team.
- Managed roll-out of queuing extension middleware product.
- Managed products for all OEM software sold through direct sales channel.
- Formulated and implemented processes for regional marketing programs.
- Negotiated contracts and software license agreements.

Business Development Manager 1994 - 1996

- Managed sales of distributed computing client/server software and services for a \$30 million organization; grew the New England territory over eleven-fold in one year.
- Designed, developed and implemented strategy to establish a customer base in New England, including Pitney Bowes, Boston College, Northeast Utilities and Dow-United Technologies.
- Managed an internal team consisting of an inside salesperson and technical account manager to prospect new business, qualify new sales leads, maintain customer relationships, close sales and ensure customer satisfaction.
- Identified, trained and supported a network of value-added resellers and certified consultants to provide local visibility, support and service throughout the territory.

1995

Harvard Business School *Research Assistant*,

- Assisted John P. Kotter, Konosuke Matsushita Professor of Leadership, and course head for Leadership and Organizational Behavior in the development of the first-year leadership course.
- Edited book manuscript published as *The New Rules*.
- Conducted field interviews with senior executives and researched the cosmetics industry, focusing on a specific Fortune 500 company.
- Authored case and produced documentary film illustrating how a company motivates its sales force. Case and film taught in first-year MBA curriculum.

1988-1995

IBM

Account Marketing Representative 1991-1992

- Worked closely with client executive management teams to implement organizational and business process changes.
- Directed IBM resources to provide overall customer satisfaction and solve complex business needs of manufacturing companies ranging between \$300 million and \$2 billion in revenues.
- Managed and supported information system services for entire IBM product line, which included hardware, software and services.
- Coordinated and managed international accounts and acted as branch resource for the management of global customers.

Marketing Representative 1988-1991

- Completed comprehensive training, including IBM sales school. Yearlong program focused on marketing, information systems, business topics, industry education and professional development.
- Planned strategy for territory opportunity development to meet annual sales objectives.
- Directed ordering, delivery and implementation of information systems.

PROFESSIONAL PRESENTATIONS

2010

Speaker, New Haven Alumne Chapter of Delta Sigma Theta. "Living in Sufficiency" New Haven, CT May 2.

Speaker, Third Global Sufficiency Summit Workshop "Sacred Enough" Cambridge, MA. April 11.

Emcee, Third Global Sufficiency Summit. Cambridge, MA. April 10.

2009

Presenter, Talkback, "CRAVINGS: Songs of Hunger & Satisfaction" Cambridge, MA. October 18.

Co-Facilitator, 2009 NHBSR Spring Conference Breakout Session, "Expand Capacity, Improve Effectiveness and Make it Sustainable" Concord, NH. June 1.

Co-Facilitator 2009 Green Ventures Conference Action Learning Workshop, "Enough Already! A Sufficiency Dialogue for Creating a Sustainable World" Madison, NJ. May 21.

Guest Lecturer, Simmons School of Management; Introduction to Organizational Behavior MBA Course "Shared Decision Making," Boston, MA. April 14.

Presenter, Talkback, "The Wrestling Patient" a play based on the life and writings on Etty Hilleseum, Boston, MA. April 5.

Speaker, Women's Initiative for Leadership at the Institute of Politics at the Kennedy School of Government, Harvard University, "Women's Leadership" Cambridge, MA. February 20.

- 2008 Guest Lecturer, Simmons School of Management; Introduction to Organizational Behavior MBA Course "Shared Decision Making" Boston, MA. December 3.
- Keynote Speaker, Global Sufficiency Summit. "The Tools of Sufficiency and the Weapons of Scarcity." Cambridge, MA. November 22.
- Co-Facilitator, Global Sufficiency Summit Workshop "A Sufficiency of Wellbeing." Cambridge, MA. November 22.
- Organizer, 2008 Academy of Management Annual Meeting. "Do Active Bystanders Have A Role In Making Diverse Organizations More Inclusive?" Anaheim, CA. August 8-13.
- Facilitator, 2008 Academy of Management Annual Meeting. "In Support of Shared Sisterhood: Creating a Space for the Questions We Need to Ask." Anaheim, CA. August 8-13.
- Guest Lecturer, Suffolk University, "Bystander Awareness and Action." Boston, MA. March 31.
- Guest Lecturer, Simmons School of Management; Introduction to Organizational Behavior MBA Course "Shared Decision Making," Boston, MA. March 13.
- 2007 Chairperson, Global Sufficiency Summit, Haverhill, MA. November 3.
- Presenter, MASFAA Emerging Leaders Workshop, "Leadership in Times of Change." Wellesley, MA. May 22.
- Guest Lecturer, Suffolk University, "Bystander Awareness." Boston, MA. April 12.
- Keynote Speaker and Lecturer, Five Colleges Incorporated, "Bystander Awareness and Action." South Hadley, MA. January 18.
- 2006 Presenter, Network for Executive Women New England 2006 Fall Networking Event, "Networking Skills Seminar.", Randolph, MA. October 13.
- Guest Lecturer, University of Massachusetts, "Bystander Awareness." Boston, MA. October 7.
- Presenter, 2006 Academy of Management Annual Meeting. "The Sound of Shattering Glass: Mentors, Networks and the Complexity of Race and Gender." Atlanta, GA, August 11-16.
- 2004 Keynote Speaker, National Association of Manufacturers: Employee Association Group Spring Meeting. "How to Change Your Association's Staff Culture From Reactive Advice Givers to Aggressive Marketing and Sales People." Miami, FL, March 27-31.

PUBLICATIONS

- 2010 Adelson, S. Ed. *Diving into Enough*. Concord, MA: Seven Stones Leadership Group Publishers, 2010.
- 2009 LaRoche, G. *Living in Sufficiency: A Daily Journey*. Concord, MA: Seven Stones Leadership Group Publishers, 2009.
- Hunt, L., LaRoche, G., Blake-Beard, S.D., Chin, E., Arroyave, M., & Scully, M. "Cross Cultural Connections: Leveraging Social Networks for Women's Advancement." *Barriers to Diversity: The Glass Ceiling After 20 Years*. Washington, DC: American Psychological Association (APA), 2009.
- 2006 Blake-Beard, S.D., Turnbull, S., Scully, M.A., Proudford, K., Hunt, L., LaRoche, G., Fanning, K., & Porter, J. "The Ties that Bind and Separate: Black and White Women Working Together." *Gender, Ethnicity, and Race in the Workplace*. Westport, CT: Praeger Publishers, 2006.
- 1995 Kotter, J.P., Burtis A.P., & LaRoche G.P. "Gloria Hilliard Mayfield at Mary Kay Cosmetics, Inc." Harvard Business School Case 494-016.
- 1994 LaRoche, G. "A Case Study for MBA Recruitment: Managing for Diversity." Businesses Ethics Forum: Work Force Diversity: Management Challenges and Ethical Dilemmas, vol. 7 no. 1 (Spring 1994): 85-90.

SERVICE

- 2007-2009 *The Fenn School*
Board of Trustees elected—2008-2009
Parents Diversity Committee —2007-2008
- 2003-2009 *Cambridge, Ward 10 Committee-elected*
Affirmative Action Officer—2004-2009t
- 2001-2009 *Cambridge Family and Children Service*
President, Board of Directors, elected—2005-2008
Vice President—2003-2005
Board Member—2001-2009
- 1992-2009 *First Parish Unitarian Universalist Church*
Chair Stewardship Committee – 2008, 2009
Member of Leadership Team-elected—2004-2007
Chair of Finance Committee—1999-2002