Maryann Clark

MBA

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PROFESSIONAL EXPERIENCE

Senior Lecturer | University of New Hampshire, Peter T. Paul College of Business and Economics
Durham, NH

- **Instructional Focus:**
  - **Management Information Systems:** Engage students in developing analytical and decision-making skills using Microsoft Excel for spreadsheet and business model design, Microsoft Access for relational databases, and HTML5 and CSS for web development.
  - **Programming for Business:** Lead a course on Python programming tailored for business applications. Foster hands-on learning with interactive coding activities to extract, analyze, and visualize authentic data sets, enhancing students' ability to generate actionable business insights.
  - **Business Applications Development:** Instruct students in the design and deployment of applications to address business challenges, utilizing Agile project management principles and Java for object-oriented programming.
- **Leadership and Coordination:**
  - Option Coordinator: Organize events and strategic initiatives to increase student interest in Information Systems and Business Analytics.
  - MIS Course Coordinator: managed a team of teaching assistants and collaborated with peer instructors on course development and strategies to enhance student learning outcomes.
- **Service and Recognition:**
  - Member of the UNH Faculty Senate, representing the Decision Sciences department.
  - Recipient of the Paul College “Excellence in Teaching” award for lecturer faculty.

Product Marketing Manager | Newbridge Networks
Andover, MA

- Conducted detailed financial analysis of direct and channel sales revenue and new customer acquisitions, presenting weekly data-driven insights and recommendations to senior management.
- Led the development and execution of product awareness campaigns for a flagship line of networking products generating over $18 million in annual revenue. Designed marketing collateral, developed sales training programs, devised promotional pricing strategies, and prepared and delivered customer presentations.

- Served as a product line specialist, offering marketing support on new product features, performance enhancements, and competitive positioning. Regularly collaborated with product development teams to align marketing strategies with technical advancements.

Technical Sales Trainer, Project Manager | Cabletron Systems
Rochester, NH

- Trained classes of new account managers on computer networking products. Courses covered technology concepts, product positioning, and competitive products.
- Implemented sales and network design training programs on location at new offices in Sydney, Australia and Singapore. Programs successfully merged corporate expectations with local business culture to create profitable satellite offices.
- Authored and delivered network design training program as well as refresher modules for various technologies and product lines.
- Crafted responses to Request for Proposals for end-to-end computer networking systems. Managed installations of winning bids.

CIVIC OFFICES

School Board

Elected to serve two three-year terms. Managed annual budget of $11 million and created policy for school district with over 150 staff and 500 students.

High School Negotiation Committee, Co-Chair

Investigated and analyzed available tuition options for high school. Successfully negotiated ten-year, $3 million annual contract.

Municipal Budget Committee

School Board representative to committee that reviews and recommends town and school budgets.

School Building Committee

Organized awareness campaign for proposed $21 million school building project.

EDUCATION

University of New Hampshire | Durham, NH

Master of Business Administration

Bryant University | Smithfield, RI

Bachelor of Science in Business Administration with a concentration in Marketing