



**MIMI KEANE, CPPM**  
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## **SUMMARY**

Dynamic, high performing Executive spanning a 25 year career within either an Entrepreneurial or Corporate America setting. Highly regarded for successfully developing and managing complex projects over a wide range of industries, both domestically and internationally. Career includes demonstrated ROI in driving organizational and behavioral change, plus raising workforce performance and productivity for domestic and international For-Profit and Non-Profit organizations. A 16 year certified coaching professional and workshop facilitator specializing in the science of the ontology of language for improved personal and professional performance. CPPM (Coaching for Personal and Professional Mastery) 13 month training program certification conferred through the Newfield Institute-USA, Boulder, CO.

**AREAS OF CONCENTRATION:** Women's Leadership Project Development & Management, Leadership Coaching & Learning, Performance Enhancement, Change Management, Engagement Optimization and Workforce Engagement.

**SECTORS SERVED:** Business, Education, Customer Service, Government, Healthcare, Human Resources, Legal, Non-Profit, Political Campaigns, Telecommunications, Tourism & Wealth Management.

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## **CAREER OVERVIEW**

2017 - keaneCOACH Virtual Consulting, Principal, Virtual  
2011-2017 Broadview Networks, Inc., Director, Customer Optimization, Virtual  
2009-2011 keaneCOACH Consulting Services, Principal, Scottsdale, AZ  
2004-2009 Ina'ilau A Tama'itai, Inc., CEO, Board Chair, Pago Pago, American Samoa  
2001-2004 WISE-TIMES, Inc., Razor's Edge Solutions, CEO, Chicago, IL  
1993-2000 keaneIDEAS Concepts & Communications Group, Principal, Chicago, IL  
1985-1992 MKC Productions, Inc., Gift Catalogue Publishing, President, River Forest, IL

**Communication:** Exceptional verbal and written communicator with extensive marketing, public relations, white paper development and grant writing skills.

**CSAT and Engagement Optimization Analysis & Development:** Developed targeted Customer Satisfaction (CSAT) analyses and reports specific to the Telecommunications Industry in conjunction with a 3<sup>rd</sup> Party Surveyor, in order to improve Customer Engagement Management (CEM) within all lines of Service Ops businesses. Introduced the field of Engagement Optimization to the Service Operations and Agent Channel divisions. Managed the development of a customized predictive analytics program set within an Artificial Intelligence (AI) platform in development by a 3<sup>rd</sup> Party vendor.

**Business Development & Management:** Skilled in all areas of small to mid-size executive management including the development of operational systems, strategic planning, budgeting and MarCom.

**Visionary Marketing Leader:** Founded and owned Chicago-based marketing, public relations and communications agency that specialized in developing Domestic and International business start-ups and major event marketing productions. Proven track record of successfully implementing "concept to marketplace firsts," as well as exceeding mission driven client-centric objectives.

**Individual and Organizational Capacity Building:** Certified organization development coach, qualified to administer the MBTI® personality type indicator and trained in conflict resolution. Strong skills and competencies in public speaking, workshop development and facilitation. Proven track record of raising individual and organizational performance, productivity and 360° satisfaction.

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## **EDUCATION**

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**BSS – Northwestern University, School of Communication, Evanston, IL**  
**Academic Certificate – L’Universite Americain en Paris, Paris, France**

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## **CERTIFICATIONS**

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**CPPM Coaching Certificate, The Newfield Network USA, Boulder, CO**  
**Coach Training Program, COACH U, Inc., Salinas, KS**  
**MBTI Qualification, Association for Psychological Type, Kansas City, MO**  
**Conflict Resolution Certificate, IL Institute for Dispute Resolution, Springfield, IL**

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## **SELECTED ACHIEVEMENTS**

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### **BROADVIEW NETWORKS, Inc., Director of Engagement Optimization, Virtual**

**A B2B unified communications cloud and VOIP provider through their proprietary Office Suite and HD Meeting systems. Broadview recently merged into Windstream, a Fortune 500 Company.**

- **Direct Report to the SVP Service Operations and member of his Executive Team.**
- **Introduced and developed the cutting edge field of Engagement Optimization into all 6 lines of business within the Service Operation Division, as well as Marketing and Agent Channel Sales.**
- **Managed the development of an AI platform specific to Broadview through a 3rd party surveyor to provide expanded CSAT, Customer Optimization and Employee Engagement data, in order to monitor and make improvements in all areas.**
- **Authored the following proprietary White Papers:**
  - A. “Political and Economic Factors Affecting International Business; Assessing Global Political Risks”*
  - B. “Customer Engagement Optimization; The Experiential Contact Center”*
  - C. “BPO Contact Center Deliverables; Best Practices & Recommendations”*
  - D. “Omnichanneling; What is it and Why Do We Need It?”*
  - E. “The Millenials; How Are They Defining the Future of Customer Satisfaction?”*
- **In Q4 2012, as an Executive Escalation Supervisor within the Enterprise line of business, received a Customer Engagement Award, "in recognition of your contributions in surpassing the industry benchmark for customer engagement".**
- **Analyses and Reports contributed to improved industry benchmark for Customer Engagement from 35% to 46% which remained consistent throughout my tenure.**

### **INAILAU A TAMA’ITAI, INC., CEO, Board Chairman, Pago Pago, American Samoa**

**Founded a non-profit corporation based in the South Pacific U.S. Territory of American Samoa. Developed all business formations and led a five-member executive team of women (90% Samoan, a territorial first) in offering organizational capacity building services for the territory’s social and economic development.**

- **Led a twelve-member ASG government team over 7 months to develop a NOAA directed Local Action Strategy (LAS) for stemming population pressures in American Samoa. Developed from concept to conclusion, the following inaugural projects; a Population, Reproductive Health & Education Mini-summit, Immigration and Legislative Focus Groups, AS National Health Policy Strategic Plan and American Samoa Population Pressure Territorial Summit. Significantly raised public and governmental awareness and activism.**
- **Dramatically improved the organizational development of the American Samoa National Olympic Committee. Established a strategic plan, fundraising guidelines and a Review Board to oversee the 24 ASNOC Sports Associations. Achieved liaisons with the US Olympic Committee and the USOC Director of International Relations.**

- **Developed the “Catch the Condition” project** consisting of diabetes researchers from Brown University, local medical practitioners and healthcare officials, to strategize local plans of action to stem the onset of chronic diseases in the youth of American Samoa. Currently, Type II Diabetes and Cardiovascular diseases onset as early as age 11.
- **Developed from concept to conclusion, “Tisa’s Tattoo Festival”** a three day annual event celebrating the Samoan Tatau. In its 13<sup>th</sup> year, the Tattoo Festival has become an icon of Samoan traditions.
- **Authored the following publications:**
  - A. *“Managing Change; Population Pressure in American Samoa, DVD, September, 2008, developed from authored PowerPoint presentation. - [www.youtube.com/watch?v=7qEAPRW-DMg](http://www.youtube.com/watch?v=7qEAPRW-DMg)*
  - B. *“Lifting the Taboos on Reproductive Education & Family Planning”, Samoa News, August 29, 2008”*
  - C. *“Population Pressure; a growing threat to our quality of life”, Samoa News, August 22, 2008*
  - D. *“Guidelines for Effective Community Fundraising”; white paper developed for the American Samoa National Olympic Committee in connection with a Best Fundraising Practices workshop, September 2007.*
  - E. *“Best Practices in Alumni Development & Community College Fundraising”; white paper developed for the American Samoa Community College, March 2006*

#### **WISE-TIMES, INC., CEO, Chicago, IL**

Founded a personal services corporation featuring two divisions, **Razor's Edge Solutions™**, offering change management, organization development and event marketing services and the **Women's Advancement Initiative™**, offering leadership and empowerment services to women. Developed and facilitated a signature program, **“A New Language for Leadership™”**.

- **Operation Tone-Up™**, an elementary level curriculum designed to **stem childhood obesity**. Served as interim **VP Marketing**; developed **national strategic marketing plan, collateral materials and sales and marketing strategy** for a **pilot project with the Chicago Public School system**. Designed **Trade Show Booth & collateral materials** for national trade exposure.
- **State of Women In Politics (SOWIP)**, an annual non-partisan event designed to advance women in the political continuum in Illinois (voter, donor, fundraiser, strategist and/or candidate). Led a team of volunteers to develop from concept to conclusion. Provided the **only non-partisan open forum for women candidates in Illinois to receive public exposure**.
- **Coaching client testimonials** available upon request.
- Publisher, Contributing Author, **ON THE EDGE-ezine** for change. In 2001, **ON THE EDGE** was one of the first mass email publications with a magazine format.

#### **KEANEIDEAS CONCEPTS & COMMUNICATIONS GROUP, PRINCIPAL, Chicago, IL**

Founded a boutique **marketing and public relations agency** that specialized in domestic and international start-up business development and major event production. **Designed and produced development, management and promotion strategies from concept to marketplace**. Samples of key accomplishments include:

- **Park Newberry Festival of the Arts-** Event Marketing Fundraiser for Non-profit client & **Chicago Park District** - a major 3-day outdoor annual event featuring nationally recognized visual and performing artists, plus “Imagination Station” children’s festival. **Successfully raised the funds necessary to renovate Washington Square Park (Bughouse Square), Chicago’s oldest and most famous park.**
- **Crusade Against Hunger.** A massive 5-county food drive benefiting the Chicago Food Depository and Bethlehem Center Food Bank on behalf of the Northeastern Illinois Masonic Lodges. **Coordinated 28,000 volunteers** resulting in an average of 200 lbs. donated per lodge in food donations. **Achieved high profile multimedia coverage throughout the 5-county region.**

- **Tuscany Tours, Inc.** Specialty tours of the Tuscany region of Italy developed as new business start-up for private client; **Developed all aspects of the tour, the company, marketing plan and ancillary marketing materials from concept to launch. Negotiated the first private tour contracts with Alitalia Airlines and Mutual of Omaha travel insurance. Established and managed business & financial practices in the United States and Italy. Served as interim President 1993-1995.** The company is in its 25th year to date.
  - **Ireland America Film, Inc. (IAF)** Company developed to link Irish film producers with American film distributors for start-up private clients. **Developed all aspects of marketing essentials to bring the company to the Los Angeles film distribution marketplace including name and logo.** Worked with clients to incorporate their due diligence in Ireland and with the Los Angeles Film industry into a 5-year business plan.
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