

Michelle Shaw

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ACADEMIC EXPERIENCE

Lecturer, Kelley School of Business Marketing Department

Indiana University

Bloomington, IN

January 2019-Present

- As part of the Kelley School of Business Marketing & Professional Sales Department, I have the distinct pleasure of teaching my passion for sales and marketing.
- Service
 - Kelley Sales Club Co-faculty Advisor, August 2019-Present
 - Kelley Academic Fairness Committee, August 2019-Present
 - Kelley Information Systems Graduate Programs Policy Committee, August 2019-Present
 - Center for Global Sales Leadership Faculty Contributor, January 2019-Present
 - Global Sales Workshop Faculty Contributor, January 2019-Present
 - Business is Global IU Summer Camp Marketing Sessions, Summer 2019
 - M360 Sales for Social Input Faculty Judge, April 2019
 - Kelley Direct Admit Event, Spring 2019

Adjunct Graduate Faculty, Center for Information and Communication Sciences

Ball State University

Muncie, IN

Spring 2015, 2016, 2017

- Taught a graduate-level IT consulting course for three semesters, with the goal of solving real-world technology challenges by incorporating consulting projects into my course materials
- Led two separate immersive-learning consulting projects with graduate students. One project was big data market research and product development for a large fortune 500 corporation; the other was with a non-profit where we developed and recommended technology and programming improvements to increase their reach and relevance to the surrounding community.

Instructor for the Department of Telecommunications

Ball State University

Muncie, IN

Fall 2014-Fall 2016

- Taught a 4/4 undergraduate course load, freshman through senior courses, in telecommunications sales and management, with curriculum focused on all aspects of sales and sales management
- Courses included copywriting, intro to sales, advanced sales, and the senior management capstone course
- Led an immersive-learning community project with undergraduate students and Delaware County Historical Society (DCHS), resulting in real-world experience for students and a fully-funded, successful community event for DCHS

PROFESSIONAL EXPERIENCE

Co-Founder / Coach

Trust EQuity Consulting LLC

Indianapolis, IN

February 2018-Present

- Helping others achieve success by delivering meaningful workshops, training, or individualized coaching to improve collaboration, increase success and effectiveness, and cultivate emotional intelligence
- Leverage CliftonStrengths Assessment (StrengthsFinder), Myers-Briggs Type Indicator® (MBTI®), The Strong Interest Inventory®, and Positive Psychology to facilitate the workshops, training, and coaching

Sr. ConsultantLuetschine Consulting LLC

Indianapolis, IN

March 2014-Dec. 2018

- Continuous development of client relationships with the goal of growing the business while helping clients more effectively and efficiently meet their IT goals and objectives
- Conduct research and prepare written analysis of specific IT industry-related companies to determine their viability for hedge fund investment
- Engage as a consultant doing IT-related projects, with the primary focus on financial efficiency
- Ownership of many internal business processes, including contracts, human resource documents, employee payroll, and client invoicing

Sales CoachSalesTuners

Indianapolis, IN

January 2018-April 2018

- Reviewed and updated sales curriculum for 12-week sales training program
- Developed a sales enablement playbook draft in collaboration with a marketing team lead to enable clients to quickly onboard and train new employees and/or for use with new products and services
- Provided sales coaching to clients, with particular focus on overcoming sales obstacles and also in the areas of sales success / managing ongoing client relationships

Senior Account DirectorOrange Business Services

Chicago, IL

Oct. 2007-Oct. 2013

- Managed a global team with over 20 members in four global regions
- Was responsible for keeping an annual budget and P&L for my module
- Achieved net new sales of \$10 Million to \$18 Million per annum with 10%+ revenue growth per annum
- Negotiated several multi-million dollar contracts across multiple regions, clients, and partners
- Managed the client relationship through the difficult implementation of 200 sites with 2000 pieces of equipment in 137 countries and territories per annum, which included the direct oversight of a freight partner
- Led the development of the Avaya channel partnership, including establishing the specific country vendors and agreements, and led the initial implementations of the Avaya products for Orange
- Helped develop a new VSAT product, including establishing the necessary implementation channel partnerships in multiple countries, for over 50 sites in the Middle East & Africa
- Managed the sales team and executive relationship for the Sprint indirect sales channel
- Launched a joint marketing sales campaign with one of the largest Orange channel partners for a new M2M (machine to machine) product, with the goal of incentivizing sales teams to sell the new product
- Developed a sales enablement / sales improvement program called the Orange Global Customer Partnership Program with a committee of two other top sales performers, and then was selected to present the program to industry analysts at Orange Analysts Days in Paris

Strategic Business ManagerAT&T Business Services

Chicago, IL

Nov. 2006-Oct. 2007

- Returned to AT&T upon a customer's request to support a critical project
- Updated the client's network from a legacy technology to a new technology in approximately 30 countries with over 100 sites

Business Development ExecutiveOrange Business Services

Chicago, IL

Oct. 2005-Nov. 2006

- Led "war room" resulting in new account for Orange with \$1 Million in new revenues in first 12 months and retained significant account for Orange

Strategic Business ManagerAT&T Business Services

Chicago, IL

Nov. 2004-Oct. 2005

- Acquisition module that resulted in rapid revenue growth of \$5 Million in under six months

Client Business ManagerAT&T Business Services

Chicago, IL

April 2002-Nov. 2004

- Achieved \$20 Million module quota per annum with management of account team
- Maintained executive relationships and led global project engagement in all regions of the world

Data/IP Account ExecutiveAT&T Business Services

Chicago, IL

Aug. 2000-Mar. 2002

Graduate AssistantBall State University, Center for Information and Communication Sciences

Muncie, IN

Aug. 1999-July 200

CONFERENCE PRESENTATIONS / GUEST SPEAKING

- Guest speaker on empathic negotiation at a High Alpha Indianapolis event for tech professionals, June 2019
- Led an advanced career leadership session, Women Working in Technology Conference, March 2017
- Speaker on learned optimism & resilience, Women Working in Technology Conference, March 2016
- Led networking breakout sessions, Women Working in Technology Conference, March 2015
- Communications panel participant, Ball State University, Spring 2015
- Leadership and career speech, Ball State Women in Business Student Organization, Fall 2014
- Coordinated and moderated a Big Data Panel for Ball State Students & Faculty, Fall 2014
- Sales success speech, Orange Business Services Conference, February 2013
- Keynote speaker on client partnerships, Orange Business Services Analyst Days in Paris, France, July 2012
- Sales success speech, Orange Business Services Conference, February 2011

HONORS & AWARDS

- Center for Information and Communication Sciences Alumni Hall of Fame Award, May 2019
- Orange Business Services 2013 President's Club
- Orange Business Services 2010 President's Club
- AT&T 2006 Gold Club
- AT&T 2005 Leaders Council
- AT&T 2005 Lead Power Lifter Sales Award
- AT&T 2004 Sales Gold Medal
- AT&T 2003 Outstanding Revenue Growth Award
- AT&T 2001 Outstanding Sales Achievement Award
- 1999 Graduate School Cisco Fellowship Recipient

RELEVANT PROFESSIONAL DEVELOPMENT

Sales Educators' Academy Conference (June 2019)**Florida State University**

- Conference focused on contemporary topics being taught by university sales professionals
- The primary focus of this particular conference was technology and sales in the classroom

Certificate in Positive Psychology (June 2018)

University of Pennsylvania

- Gained extensive knowledge on how individuals thrive in both personal and professional settings. The course work included the following topics:
 - Foundations in Positive Psychology
 - Positive Psychology Applications and Interventions
 - Character, Grit, and Research Methods
 - Resilience Skills
 - Designing Your Life for Well-Being

Design Thinking Workshop (October 2017)

SmallBox Indianapolis

- Learned the foundation and fundamentals of design thinking
- Developed an understanding of how to apply design thinking in a work or classroom environment

Certificate in Personal Development Coaching (June 2015)

The CaPP Institute, Coaching & Positive Psychology

- Gained knowledge on how to conduct professional career coaching and mentoring
- Learned motivational techniques and how to help others gain success while following their own unique path to authentic happiness

Career Development Program Assessment Certification (August 2015)

Sales Education Foundation (Chally Group)

- Obtained the academic university certification needed to deliver and evaluate the Chally Assessment, a sales/consulting career assessment tool used to evaluate the skills needed for, and how likely it is a person will succeed in, a sales and/or consulting career

CURRENT ACTIVE VOLUNTEERISM

Parent and Child Volunteer Program

The Humane Society of Indianapolis & Boone County

Indianapolis, IN

June 2018-Present

Planning Committee Member

Women Working in Technology Conference

Muncie, IN

2014-Present

Angel Tree Volunteer

The Salvation Army

Indianapolis, IN

Nov. 2018-Dec. 2019

EDUCATION

Ball State University

Master of Science, Information and Communication Sciences

July 2000

Ball State University

Bachelor of Arts, Telecommunications

July 1999