

**Deborah B. McConchie**  
**Newton, Massachusetts**



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Harvard MBA  
 25+ Years Sales/Marketing, Consulting

***Senior executive with proven track record in building customer-focused organizations that achieve sustainable growth.***

- ◆ Provide results that exceed expectations.
- ◆ Strong strategic thinker.
- ◆ Ability to translate strategy into operational programs and implement.
- ◆ Expertise in customer experience, engagement and satisfaction.
- ◆ Skills in improving communications/effectiveness of international managers.
- ◆ Baldrige Quality Performance Excellence examiner.

**Skills and Experience Summary**

<ul style="list-style-type: none"> <li>➤ Founder: strategy and marketing consulting business.</li> <li>➤ Adjunct Professor: Business, Marketing, Entrepreneurship</li> <li>➤ Coach: International managers in business communications, culture and practices</li> <li>➤ Founded and managed database marketing/direct response agency.</li> <li>➤ Built and managed marketing/sales/service department for computer firm.</li> <li>➤ Launched direct marketing department/CRM system for global software firm.</li> </ul>	
<ul style="list-style-type: none"> <li>• Strategy and positioning</li> <li>• Service Training</li> <li>• Customer acquisition/retention</li> </ul>	<ul style="list-style-type: none"> <li>• Customer engagement</li> <li>• Marketing plans and programs</li> <li>• International business communications</li> </ul>

**Performance History and Results**

**BottomLine Marketing Consulting**, Newton, MA, Founder &CEO

Increase revenues: attract, engage and retain more satisfied customers and build long term profitable relationships for organizations in healthcare, education, technology and publishing.

Increase performance and effectiveness of international teams: Coach international managers in business communications, cultural competencies and business practices.

Improve quality of Customer Engagement and Voice of Customer: Utilize Baldrige Quality Performance methods to evaluate, rank and improve customer interactions and feedback.

Sample Clients and Employers: *Global Health, Judge Baker Children’s Center, Harvard Kennedy School of Government, HRT (Best Doctors), Institute for Healthcare Improvement, Itochu, Jack Cooper Transport, Masspro, Michigan Consolidated Gas, NewSpring Senior Communities, Northeastern University, Pathfinder International, Samsung, Zumtobel Lighting.*

## Deborah B. McConchie

### Performance History and Results

#### Performance Highlights

- Enabled children's mental health research and clinical care practice to reach patient intake goals within six months. Developed consumer market development and professional referral program including branding, website improvements, school outreach and expansion recommendations.
- Developed launch plan, product offerings and led business development effort for global managed care services/reinsurance firm. Developed Fortune 500 accounts and benefits package/pricing model that enabled membership to grow to 10 million members.
- Created new multi-channel business model and key account program for global health care quality organization. Expanded new service offerings which increased repeat business from 30% to 55% and customer value by 35%. Enabled significant increases in system-wide participation of top organizations such as Premier, VHA and Mayo Clinic.
- Coached managers from Latin America, Asia and Middle East: Clients have obtained higher positions and salaries, sold U.S. accounts and achieved better performance from their teams.

**DBM Associates**, Cambridge, MA, *President, Founder/Owner*

*Founded full-service data base/direct marketing agency. Accounts included AARP, Danbury Mint, Fidelity, NYNEX, Phoenix Mutual, Polaroid Corporation, Shawmut Bank and Yankee Publishing.*

**Results:** Tripled agency revenues within three years.

**Epsilon Data Management**, Burlington, MA, *Account Supervisor*

*Supervised professional services team; bottom line responsibility for top accounts: American Bar, American Dental Association, Cleveland Clinic, Detroit Symphony, Ochsner Hospital.*

**Results:** Increased account revenues by 30% in one year.

### Teaching Experience

- *New England School of English* (Business Communications/International managers)
- *Northeastern University* (International Marketing; Branding & Adv.; Marketing Mgmt.)
- *Regis College* (Entrepreneurship)
- *Showa Institute* (Boston branch of Showa University, Tokyo) (Global Marketing)

### Education

**Harvard Business School**, Boston, MA

MBA. General management curriculum with marketing emphasis.

**Northeastern University, College of Business**, Boston, MA

Bachelor of Science, **Summa cum laude**. Marketing major; international business minor. Co-op work experience at Johnson & Johnson, FDIC. **Awards:** *Trevalli Scholar, Co-operative Education, Alumni Professional Promise, University Woman of the Year.*