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PROFESSIONAL EXPERIENCE

○ **ThinkLikeAnAppSM** 2020 - Present
Partner | Marin County, California

At ThinkLikeAnAppSM, we are empowering Small Business to build trust with the Modern Consumer. Using the Trust builders of Authenticity, Transparency and Immediacy, we help business owners create the perfect customer match. As a partner, I'm expanding our thought leadership, supporting sales, and building this concept into a live, on-line training program.

○ **Inspired Income** 2009 - Present
Independent Business Consultant

I created Inspired Income to provide one-on-one and group consulting/ coaching for small and medium-sized businesses, as well as for solo entrepreneurs. Key competencies include developing new lines of business (service or product based), growing existing lines of business, and designing plans for long-term sustainable growth.

The Inspired Income program, which has been delivered to more than seventy clients, provides training ranging from the foundations of creating a successful business to identifying which products have the greatest potential for generating income. More information can be found at InspiredIncome.com. While working with Inspired Income clients I have:

- Coached and supported dozens of entrepreneurs through group and individual programs.
 - Worked with clients interested in building new businesses or growing new aspects of current businesses.
 - Developed websites, business plans, and dozens of online products with and for clients.
 - Prepared financial models to analyze multiple business lines.
 - Delivered personal development seminars to more than 400 clients.
- Inspired Income clients have:
- Tripled revenues in the course of one year (two clients have had this result or better).
 - Grown a company from six employees to twenty-two employees.
 - For a tech startup, moved from an initial idea without revenue to signing a \$300K+ contract.
 - Transitioned from one business sector to a completely new sector successfully.
 - In the fashion industry, moved from a purely offline business to having stable online revenue streams.

○ **Phoenix Investment Funds** 2016 - 2020
Vice President of Business Development & Operations

I provided direction and planning, as well as oversaw and managed the day-to-day operations of this multi-strategy private investment firm that is focused on producing high-yield, risk-reduced opportunities for a select set of investors. I was also responsible for deal sourcing and acquisitions, oversight of business partnerships and contracts, and execution of marketing and other strategies.

CORE COMPETENCIES

Corporate Focus:

Strategic sourcing program management using commodity planning methodologies to deliver specified results. Over the last three years, delivered an average spend savings of 17% on budgets ranging from \$30M to \$1B. Highly adept at negotiating complex materials and services contracts delivering: cost savings, improved service levels, excellent supplier relationships, and delighted internal customers.

Management

Expertise in program and project management, managing global teams simultaneously executing up to 45 projects. Highly observant and skilled at assessing progress and foreseeing trouble spots, then rapidly and proactively dispatching solutions before problems arise.

Communication

Charismatic and energetic with exemplary interpersonal and communication skills. Ability to speak powerfully to large groups of people or one-on-one with top executives. Articulate and facile at achieving buy-in at all levels within the organization.

Leadership

Expertise with establishing stretch goals and objectives, then leading and inspiring people to achieve more than was thought possible. Teams managed have been global top performers, with direct reports learning rapidly, taking on greater responsibility, and being promoted at an unparalleled pace.

Creative Vision

Facility with creating realizable action plans to achieve results. Expertise with long-term strategic thinking and action, including proven ability to operate without precedent or direction.

Customer Service

Focus on finding the motivation of the internal and external customer to establish and maintain strong working relationships. Nominated for and received more Customer Service Awards than other employees.

EDUCATION

Bachelor of Arts - BA

Indiana University

Purdue University Indianapolis

Economics with a Minor in

Business

1995 - 2000

TOP SKILLS

Entrepreneurship



Leadership



Management



ASSESSMENTS

DiSC Profile

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CliftonStrengths®

Strategic

Activator

Futuristic

Communication

Focus

Big 5 Workplace Assessment

Analytical Thinking

Creativity

Innovation

Action Orientation

Entrepreneurship

Duties included the following:

- Leading deal sourcing and acquisitions activities for the company.
- Developing relationships with environmental agencies, consultants, and attorneys.
- Creating and managing the corporate budget.
- Planning, implementing, and overseeing marketing budget and activities.
- Identifying and setting company goals/creating and monitoring plans to achieve company goals.
- Evaluating new opportunities to ensure correct focus for company resources.
- Implementing, rolling out, and managing the company's EOS® business system.
- Selecting, developing, and introducing corporate IT systems.
- Overseeing accounting and customer relationship management (CRM) activities.
- Hiring, contracting, and facilitating the introductory activities of new employees.
- Negotiating with and monitoring the work of corporate vendors.
- Planning and conducting weekly in-house corporate leadership meetings, as well as quarterly and annual off-site leadership sessions.
- Developing accountability charts and quarterly goals/objectives lists for the company and team.
- Designing growth and development plans for individuals and teams within the organization.
- Coaching, mentoring, and advising team members.

○ Electric Rose Gallery Art Gallery Owner

2008 - 2011

Electric Rose Gallery was a successful art and retail space in Sonoma County, the heart of California Wine Country. Located in Healdsburg, California, the gallery represented the work of an impressive list of female artists and designers, largely from the West Coast, and featured fine art, sculpture, high-end and casual jewelry, wine country art, and more.

While at Electric Rose Gallery I did the following:

- Developed and documented an ongoing process for effective daily operations.
- Curated art for the gallery and worked with artists to represent their work.
- Developed and managed contracts for artists and vendors.
- Managed the business's books and inventory.
- Created marketing campaigns and potential wholesale products.
- Produced books and greeting cards with Flaming Heart Publishing, and got them in over 300 retail stores across the United States.

Key accomplishments:

- Partnered with longtime Bay Area artist Shiloh Sophia McCloud to open and develop Cosmic Cowgirls Studio, which became a successful and inspiring creative hub for the local community, and sustained that role for over nine years.
- In addition to representing Shiloh's work, Electric Rose Gallery also featured the work of visionary artist Sue Hoya Sellars, artist Jeannine Marie Luke, designer and artist Alise Sheehan, sculptor Ann Fleming, and New York-based jewelry designer Jill Platner, among others.

○ SAP Ariba, Inc./Accenture

2001 - 2007

Senior Spend Manager, Managed Procurement Services

○ US Navy

1988 - 1993

Data Processing Technician