

Rosalind S. Hibbs

Principia College
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Collaborative and growth-oriented professional with a focus on identifying, analyzing, and interpreting data to enable effective, forward-thinking decisions. Contextualizes data and analyses to gain insights that are clear, actionable, and informative. Independent, self-motivated, and self-directed.

Education

THE OLIN SCHOOL OF BUSINESS, WASHINGTON UNIVERSITY, St. Louis, Missouri
Master of Business Administration, with Honors
Awarded Distinguished Advertising Student

PRINCIPIA COLLEGE, Elsah, Illinois
Bachelor of Arts in Business Administration, with Honors

Employment

PRINCIPIA COLLEGE, ELSAH, ILLINOIS

Institutional Research Officer, 2016 – Present

Identifies, collects, and analyzes data in support of student learning, reaffirmation of accreditation, strategic planning, budgeting, and college operations. Review and interprets data, reporting findings through written reports, oral presentations and formal and informal conversations. Works collaboratively with administrators, faculty, staff, and students to assess curricular and co-curricular programs.

Accreditation Liaison, 2016 - Present

Leads reaffirmation of accreditation at the college, including interactions with the Higher Learning Commission and preparation of Year 4 Assurance Review. Ensures that College leadership understands accreditation criteria as they apply to the College. Engages constituents across the College to develop, analyze, and track performance.

Academic Unit Head, 2009 – 2011

Managed departmental short- and long-term planning, budgeting, staffing, and hiring activities of 15-member academic unit. Worked collaboratively with other Unit Heads and Dean comprising academic leadership team to manage and implement college academic initiatives. Participated in planning and implementing transition from quarter to semester system, including three-year course planning and scheduling for five academic programs. Chaired unit promotion committee, vetting nominees and recommending individuals for promotion.

Assistant Professor of Business Administration, 2006 – 2011

Courses taught:

- BUAD 110, Introduction to Business
- BUAD 255, Integrated Principles of Business
- BUAD 320, Marketing
- BUAD 325, Advertising
- BUAD 330, Management

Director of Academic Advising, 1981 – 1984

Developed and led freshman, transfer, and undeclared advising office. Designed and managed new student advising program, including training of 20 faculty advisors. Managed advising office staff. Advised new transfer students and undeclared sophomores to help them identify and enter appropriate academic programs while meeting all-college requirements.

Writing Tutor, 1978 – 1981

Worked with small groups of students to raise their writing to a level of proficiency to meet graduation requirements.

Program Manager, Office of Special Programs, 1978 – 1981

Managed operational activities of study abroad and internship programs. Assisted professors in developing and implementing off-campus programs. Managed program budgets. Worked with students to develop individual internship programs.

INDEPENDENT CONSULTANT, MINNEAPOLIS, MINNESOTA

Strategic Planning and Marketing, 2012 – 2016

Provided strategic planning and marketing services to small business and not-for-profit organizations. Projects included analyzing industries, markets, and customers to gain insights and identify opportunities for growth; repositioning brands to enter new markets or segments; building dashboards to improve business understanding and decision-making; leading website development and implementation; developing and implementing strategic and tactical marketing plans.

NORAM CONSUMER SERVICES, MINNEAPOLIS, MINNESOTA

Director of Strategic Development, 1996-1997

Created profitable national consumer business as member of new business development team. Coordinated market views of national energy and premises management industries as foundation for new product development and platform execution. Gathered and integrated customer knowledge and investigated

alternative entry and operational strategies. Led completion of business plan, developed national marketing strategies, and collaborated on development of five-year financial plan. Supported launch into two markets.

Director of Marketing and New Business Development, Home Service Plus, 1992 – 1996

Led marketing and sales teams for largest regional appliance repair contract servicer in nation. Designed and implemented marketing programs to build and sustain business growth. Developed short- and long-term business strategies as member of leadership team. Hired and managed marketing and sales staff. Developed employee incentive programs and engaged employees in customer retention and satisfaction initiatives. Created advertising and promotional campaigns. Achieved 21% growth in customer base through rebranding and target marketing. Revitalized appliance sales, achieving 27% revenue growth. Exceeded all revenue targets. Achieved highest level ever of customer satisfaction ratings and significantly improved customer retention.

GENERAL MILLS, INC, MINNEAPOLIS MINNESOTA, 1986 - 1991

Marketing Manager, Betty Crocker Products Division

Oversaw marketing of multiple snack lines with profit and loss accountability for \$120 million in sales and 20% of Division's earnings. Responsible for brand profitability. Initiated consumer research. Led cross-functional team including R & D, advertising, packaging, and promotions. Developed and implemented re-launch of snack line including product development, capacity planning, trade promotion strategy, and advertising. Exceeded earnings target by 12%, 37% growth in volume, 99% on-time deliveries. Relaunched heritage Bugles brand, achieving 70% growth in first quarter of new marketing campaign. Received Team Innovation Award twice for outstanding business results.

Assistant Product Manager, Big "G" Division

Created and led development of new cereal concepts. Conducted primary and secondary research into consumer trends; led ideation sessions; screened concepts; led product development and lab- and consumer-product tests. Developed new product profit-and-loss forecast and recommended product for test launch. Led cross-functional team to develop product name, package design, and introductory market test.

Marketing Assistant, Yoplait, USA

Led cross-functional team to recommend and implement product reformulation on flagship brand, resulting in immediate turn-around of business decline.

Professional Associations

ASSOCIATION FOR INSTITUTIONAL RESEARCH IN THE UPPER MIDWEST (AIRUM)
ASSOCIATION FOR INSTITUTIONAL RESEARCH (AIR)
HIGHER EDUCATION DATA SHARING CONSORTIUM (HEDS)