

Marie Mansheim

Senior Consultant

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Marie brings a diverse management and consulting background including experience in strategic business planning, marketing, market research, competitive intelligence, sales and operations from working in the manufacturing and professional services space. Marie has worked as a business unit manager for a small manufacturer and industrial automation firm plus as a consultant she has looked under the hood and interacted, facilitated, and collaborated with management teams at over 500 companies to drive strategy, growth, innovation and profitability.

She lives in Madison with her husband and enjoys hiking, biking, kayaking and fishing. Her most recent hiking has been at elevation in the mountains of North Carolina within the Shining Rock, Mountain Bridge, Ellicott Rock, Middle Prong and Nantahala Wilderness Areas.

SKILL SET

- Strategic Growth Planning and Execution
- Strategic Business Planning and Execution
- Strategy Deployment and Execution
- Market Research
- Competitive and Market Intelligence
- Project Management
- Marketing Plan Development and Execution
- Business Commercialization Plan Development
- Product and Technology Development
- Market Diversification
- Innovation Development and Management
- Sales Design and Effectiveness
- Go-to-Market Strategy
- Voice of the Customer (VoC)
- Professional Business Advising and Fractional Executive Management
- Sustainability

EXPERIENCE

- On-Demand Chief Growth Officer
- Director and Business Unit Manager, industrial automation and engineering firm working with food and beverage manufacturers
- Business Owner, three separate businesses
- Senior Consultant and Growth Services Manager exclusively working with manufacturers
- Research and Planning Manager
- Strategic Project Manager
- Director of Marketing
- Marketing Consulting Practice Leader and Consultant
- Sales Account Manager

CERTIFICATIONS

- Project Management Certificate, Praxilient, Inc.
- Masters Certificate in Project Management, University of Wisconsin-Madison.

EDUCATION

- Bachelor of Business Administration (BBA), University of Wisconsin-Whitewater