

**Barbara C. Lemaire, PhD**  
2615 Vista Larga, Albuquerque, NM 87106  
505-350-3323

[blemaire@smmsnm.com](mailto:blemaire@smmsnm.com)  
<https://www.linkedin.com/in/barbaraclemairephd>

### **Coaching-Marketing-Entrepreneur**

Visionary, results-driven professional with a solid record of accomplishment as an entrepreneur, coach, marketing manager and in public relations. Strong communication and organizational skills. Practiced public speaker and networker with an exceptional talent for forming synergistic alliances within community, business, media and civic organizations. Expert computer skills.

### **Key Strengths**

Entrepreneur	Coaching Professional	Public Speaker
Market Optimization	Networker/Connector	Agile & Clear Writer
Strategic & Tactical Planning	Process & Performance Improvement	Consensus Builder

### **Business Skills**

#### **Business Development**

- ◆ Raised more than \$50,000 in grant awards in three months.
- ◆ Founded Non-Profit Directories [www.nonprofitdirectories.com](http://www.nonprofitdirectories.com).
- ◆ Compiled and published 2008 Comprehensive Non-Profit Directory of Albuquerque.
- ◆ Fundraising committee chair for International Association of Coaches (IAC)
- ◆ Successfully recruited five new sponsors for annual event
- ◆ Co-founded networking solution Strategic Networking [www.SN-NM.com](http://www.SN-NM.com)
- ◆ Awarded as top sales representative for three consecutive years, within a sales force of 22 sales representatives.
- ◆ Negotiated and sold to key customer accounts and strategic partners.

#### **Coaching**

- ◆ Assistant Chairperson, Department of Professional Coaching & Human Development
- ◆ Life Coaching Certificate - Institute for Life Coach Training, Ft Collins, CO
- ◆ Continuous coaching practice for 20 years.
- ◆ Past Chair and Member of the Board of the International Association of Coaches

#### **Database Development and Maintenance**

- ◆ Researched and developed database for directory.
- ◆ Developed process to automate maintenance of database for directory.
- ◆ Developed Solicitation Codes and Protocol for data entry into Donor Perfect

#### **Public Relations / Marketing**

- ◆ Established strong relationships with local media through consistent contact and by offering useful information.
- ◆ Wrote communications plan for Barrett Foundation and Appleseed Of New Mexico
- ◆ Developed collateral for Appleseed Of New Mexico
- ◆ Designed website for Barrett Foundation and Appleseed Of New Mexico
- ◆ Placed articles in local and state magazines and newspapers.
- ◆ Developed public relations campaigns for both non-profit and for-profit organizations.
- ◆ Increased visibility through launch of Web storefront featuring products, events and publications.
- ◆ Managed trade show participation and activities including booth display, marketing materials, and promotions, which increased recognition of capabilities and services to customers.
- ◆ Represented companies at various community functions and industry organizations resulting in increased company visibility.

#### **Operations & Project Management**

- ◆ Created three successful directory publications from concept to rollout
- ◆ Developed and managed public relations, marketing, and advertising, for International University for Professional Studies (IUPS).

- ◆ Developed membership drive for IAC

**Strategic & Tactical Planning**

- ◆ Created plan for launching the first Ph.D. program in coaching at IUPS.
- ◆ Established strategic plan for development of directory, advertising process and sales process.
- ◆ Crafted IP Negotiations for IAC.

**Organizational Efficiency**

- ◆ Established goals and objectives for IUPS Doctoral program in coaching, resulting in 14 students enrolling in programs first class.
- ◆ Designed accreditation format for IAC.
- ◆ As Chair of the Membership Committee for IAC maintained contact with more than 7800 members by email and articles.

**Process Improvements**

- ◆ Produced \$50,000 revenue in first year of publication by pioneering & implementing advertising funded revenue model.
- ◆ Managed cross-department initiatives between sales & marketing departments.

**Business Management / Finances**

- ◆ Managed 21 publications simultaneously overseeing \$5 million+ in revenue.
- ◆ Member of Finance committee IAC.

**Client/Customer Support**

- ◆ Coordinated activities of outside vendors ensuring timely production of customer orders.

**Problem-Solving**

- ◆ Increased interest in printed directories by 30% by adding e-commerce tool - CD-ROM in a PDF file imbedded with hyperlinks to manufacturer's Web sites and e-mail.

**Communication Effectiveness/Teambuilding**

- ◆ Assessed needs and implemented effective customer support strategies and process improvements, which resulted in enhanced internal staff communications and a more cohesive team environment.
- ◆ Initiated creation of a Web site allowing vendors to review and update their contact information, providing accurate database information vital to operations.
- ◆ Operated as liaison between sales and marketing departments, enhancing communications, increasing marketing departments' responsiveness to new opportunities and accelerating sales growth.

**Training & Coaching**

- ◆ Created class curriculum and delivered 60 hour Coaching & Communications graduate degree training program, which provided coaching tools to improve teambuilding and productivity.
- ◆ Provided coaching to plan/implement strategic action steps to improve work processes and enhance peak performance, which resulted in clients' successful accomplishment of business and personal goals. Assisted clients in strengthening communication and relationship building skills.
- ◆ Supported organizations and individuals in developing their brand identity by mapping out a comprehensive approach for presenting their services.

**Professional Experience**

Social Media Made Simple, Albuquerque, NM <i>Marketing/PR Consultant, Training and Coach</i>	1996 to Present
Barrett Foundation <i>Director of Development and Communications</i>	2007 to 2009
Non-Profit Directories <i>Publisher/Owner</i>	2006 to 2008
Appleseed of New Mexico <i>Director of Development and Communications</i>	2006-2007
University of New Mexico, Children's Hospital, Development Office <i>Public Affairs Specialist</i>	2005 - 2006
Strategic Networking	2005-2006

## ***Co-Founder***

New Mexico Business Journal – Albuquerque, NM <b><i>Account Executive &amp; Columnist</i></b>	2005
California Institute for Human Science - Encinitas, CA <b><i>Communications Instructor</i></b>	2004
International University of Professional Studies - Maui, HI <b><i>Assistant Chairperson, Department of Professional Coaching &amp; Human Development</i></b>	2003 to Present
Trade Service Corporation / i2 Technologies - San Diego, CA <b><i>Marketing Product Manager, Construction Publications</i></b> <b><i>Account Manager, Construction Products</i></b>	1990 to 2001

## **Education & Certifications**

PhD, Psychology - San Diego University for Integrative Studies, CA  
MA, Counseling Psychology - University for Humanistic Studies, Solana Beach, CA  
AAS, Design - Fashion Institute of Technology, New York, NY  
Life Coaching Certificate - Institute for Life Coach Training, Ft Collins, CO  
Sales Certificate - Dale Carnegie - San Diego, CA

## **Professional Affiliations**

Past Board Member – Foundation for Entrepreneurial Excellence, Marketing Chair  
Past Member – Association of Fundraising Professionals, member National Philanthropy Day Committee 2005  
Past Member – Albuquerque Junior League  
Past Member – Jumpstart New Mexico  
Past Examiner – Quality New Mexico 2005  
Past Member - Toastmasters International  
Past Board Member - Leukemia and Lymphoma Society, New Mexico/El Paso Chapter  
Past Member - New Mexico Society of Association Executives  
Past Chair and Member - Board of the International Association of Coaches  
Past Member- Executive Board - New Mexico Entrepreneurs Association  
Past Member- Executive Board - San Diego Professional Coaches Alliance  
Past Member- Executive Board - National Association of Women Business Owners  
Past Member - North County Personnel Association

## **Speaking Venues**

Anderson School of Management – Working in the Nonprofit Sector  
Delta Sigma Pi – Networking for Business Success  
Invention to Venture – Strategic Networking  
National American University - Networking for Business Success  
Association of Fundraising Professionals – Cause Marketing  
Women Make a Difference – Social Media for Business  
United Methodist Church National Conference of Communication Directors – Applications, Extensions, Plug-Ins & Other Tools  
SouthWest Writers – Social Media for Writers  
BioScience Center – Making Time for Social Media  
Entereza, Inc. – Making Time for Social Media  
OSSN – Independent Travel Professional Network – Making Time for Social Media

## **Published Articles**

Accent Magazine – Doctors of UNM Children’s Hospital  
New Mexico Business Journal – Year-long column on Networking Tips  
New Mexico Business Journal – Building UNM Hospital Barbara and Bill Richardson Pavilion  
Accent Magazine – Joshua’s Story  
New Mexico Business Journal – Social Media Training a Must for Business Owners

### **Published Articles on LinkedIn Pulse**

Social Media Training a Must for Business Owners  
Getting It Backwards  
Things To Do On LinkedIn While Waiting Around  
Your Photo is Your Calling Card – Make the Most of It  
How Do the Newly Blind Access Social Media  
Why I Don’t “Specialize”  
Tell Me, Where Are You  
What’s Wrong with this Message – Everything!  
Who Owns Your Domain Name?

### **Self-Published eBooks**

Social Media Made Simple – The eBook

### **Self-Published Books**

52 Networking Tips for Fun and Profit  
2008 Comprehensive Non-Profit Directory of Albuquerque