

Farming and Wellness

Connecticut

Serafina Says Farm, Canton

Dec 2012-Present

Owner, Farmer and Health Coach. Vegetable and superfood farm growing vegetables, sprouts, wheatgrass, microgreens and making hand-made artisanal living foods. All food is 100% organic and non-GMO. Channels to market include farmers' markets, restaurants, and a CSA farm share. Health Coach offering Wellness Workshops, detoxification cleanses, and individual Health Coaching. Working with men and women who want to live authentic lives with freedom, courage, peace and vitality.

Devon Point Farm, Woodstock

April 2012-Dec 2012

Apprentice program. Learned how to grow food and run a farm business on a 93-acre family-owned organic vegetable and grass-fed American Milking Devon cattle farm. Partnered with farm owner to launch the farm's winter CSA; started their first Farmers' Market revenue channel.

Business Transformation

Paris, France

Global Customer Delivery, Alcatel-Lucent

Sept 2011 - April 2012

Created and ran the People Change Management program for major corporate transformation (+20% margin improvement in 2 years, creating a differentiated go-to-market approach, engaging 50% of company workforce). Set Corporate Responsibility plan for the business division.

R&D Transformation, LaaS, Alcatel-Lucent

Feb 2010 – Sept 2011

Deployment leader for Asia-Pacific; global program manager for IT security and Agile R&D transformations; built global Lab best practices structure and culture; responsible for change management and program communications.

Strategy and Marketing

Wireless Solution Marketing, Alcatel-Lucent

July 2007 – Jan 2010

Crafted solution messages and high-impact, market-changing collateral; trusted to introduce social media marketing to company. Marketing manager for global launch of 4G technology, for wireless broadband in emerging markets (via strong partnership with Corporate Social Responsibility). Introduced company's first eco-sustainability program.

Corporate Strategy, Alcatel

Shanghai, China

Sept 2004 – June 2007

Asia-Pacific representative on global team providing market strategy recommendations to executive management. Successes include: Japan strategy; Lucent due diligence pre-merger; setting Huawei attack/defend plan for China market.

Entrepreneur

2010 Alcatel-Lucent Entrepreneurial Bootcamp winner

Paris, France

2010

Developed winning business model and pitch for new product (Mobile Authentication-As-A-Service); received entrepreneurial business training at ESCP business school in Paris, France

Beijing, China

Made for China Insight

July 2000 – Jan 2004

Grew start-up telecoms research consultancy to annual revenues of US\$1 million with staff of 20+; developed and managed six subscription-based information services; consultant clients included Vodafone, Ericsson, Alcatel, Vivendi, Bechtel, and Accenture.

Invited as China market expert to speak at global/regional conferences in Korea, Thailand, USA, Singapore, Hong Kong and China.

Sustainability

Natural Step Framework certification April 2011

Blekinge Institute of Technology, Sweden Fall 2010

Introduction to Strategic Sustainable Development (Masters course)

Community Leadership

Vice-Chair Music & Worship Council/Music Tech. Support, American Church Paris 2009-2012

Leader, Music Tech. Support, Shanghai Community Church 2005-2007

Education

Institute of Integrative Nutrition - Health Coach Training 2013

Certified by the American Association of Drugless Practitioners (AADP)

Master Gardener Program - UCONN Extension 2013

Alcatel-Lucent BOOST: manager training for high-potential international managers 2007

Alcatel STRETCH: corporate MBA training for high-potential managers 2005-2007

John Hopkins Paul H. Nitze School of Advanced International Studies (Nanjing, China) 2000

Princeton-in-Asia, Beijing Normal University (English Teacher) 1999

Duke University, B.A. degree, Cum Laude 1998

Middlebury Language School (Mandarin Chinese) 1995

The Taft School, Cum Laude 1994