

STACY A. SACCO

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SUMMARY OF QUALIFICATIONS

Management professional and educator with 25+ years of experience developing successful marketing campaigns; course curriculum, training and community outreach programs.

- Formulated strategic plans and budgets; managed departments and teams; recruited and trained staff; monitored and reviewed staff performance
- Developed marketing and public relations campaigns; designed and wrote collateral, advertisements, and brochures; create, wrote and published newsletters and bulletins
- Maintain extensive network of contacts from local businesses, government and educational institutions, professional associations and the media

WORK HISTORY

Lecturer I – Entrepreneurial Studies

Director, UNM Small Business Institute

Executive Director, Parker Center for Family Business

UNM Anderson School of Management, Albuquerque, NM, 8/1999 to present

- Teach entrepreneurial studies courses
- Manage Small Business Institute; student teams prepare 25-30 business studies per year; teams received national SBI Awards; doubled number of applications; 2013 to present
- Received ASM Foundation 2011 Distinguished Service Award; and nominated annually for the UNM Adjunct Faculty of the Year award ; 2008 to present

Community Organizer / Publisher / Professional Speaker / Columnist

Sacco Connections LLC, Albuquerque, NM, 3/1999 to present

- Host annual NM MARCOM Mixer for 350-500 marketing professionals, 2005 to present
- Host www.nmnetlinks.com; with 2,000+ links to jobs, business resources; 3,250+ subscribers; 2000 to present
- Regularly speak on networking, marketing and professional development; 1999 to present

Regional Manager – Rio Rancho

WESST Enterprise Center, Albuquerque, NM, 11/2009 – 8/2013

- Met with 3-5 clients each week to help start or grow their small businesses and connect them to capital including helping secure microloans up to \$50,000.
- Developed and taught small business workshops including “How to Start a Small Business,” “Strategic Networking” and “Guerilla Marketing”
- Promoted programs through social media campaigns, direct mail, networking etc.

Vice President, Marketing and Public Relations

Kirtland Federal Credit Union, Albuquerque, NM, 4/2003 – 11/2009

- Managed marketing activities; departmental staff and interns; \$250K budget
- Achieved top 20% of credit unions nationwide in balances and services, and recognition as 2007 USAF Credit Union of the Year and Quality New Mexico Zia Award.
- Served as liaison to KAFB, veterans groups and aerospace contractors.

Marketing / Program Manager

CNM Workforce Training Center, Albuquerque, NM, 7/2001 – 4/2003

- Managed marketing communications including publishing course catalog and securing \$25K free advertising annually through various public relations efforts.
- Developed and sold contract training, high stakes testing (ACT Center, Command Spanish) and professional association credentialing programs (APICS, IANM, etc.)

Director of Administration and Circulation

New Mexico Business Weekly, Albuquerque, NM, 5/2000 – 1/2001

- Supervised 5-member staff including accounting, human resources , systems, circulation
- Substantially reduced account receivables and average payment time

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Vice President, Sales and Marketing

Greater Albuquerque Chamber of Commerce, Albuquerque, NM, 7/1999 – 3/2000

- Supervised 8-member staff including 3 membership sales representatives
- Managed all member communications and retention programs; chamber's website; and events including mixers, ribbon-cuttings and new member orientation meetings.
- Led membership sales campaign that exceeded annual revenue goal of \$750,000 by 6%

Director of Marketing & Business Development

SunFactors (a division of Sun Healthcare Group), Albuquerque, NM, 1/1998 – 3/1999

- Managed marketing communications, subsidiary acquisition staff training and trade show promotions; administered \$200K annual budget
- Developed sales training programs that helped generate over \$12 million annually from disease state management services and prescription sales

Assistant Vice President, Marketing

Balboa Life & Casualty (Avco Financial Services), Irvine, CA, 7/1993 – 11/1997

- Managed 5-member staff and \$1.3 million annual budget
- Managed marketing communications, advertising, trade show promotions and website
- Developed direct mail campaigns for Fortune 500 financial institutions including American Express Optima cards which generated \$6 million in premium revenues

Marketing Manager

Hyundai Motor Finance Company (a start-up), Fountain Valley, CA, 1/1991 – 6/1993

- Managed marketing communications, market research and sales promotions
- Researched, designed and launched Hyundai-brand Extended Service Contract product
- Won National Advertising Slogan Contest for my entry *Cars That Make Sense*
- Hyundai Employee of the Year award (1 of 20 out of 750+ employees nationwide); 1993

EDUCATION AND SKILLS

MBA, Pepperdine University, Malibu, CA

Bachelor's Degree, Marketing, University of Arizona, Tucson, AZ

- Graduate, Leadership Sandoval County; 2012
- Certified Instructor - Command Spanish®, 2003
- Toured two years with global leadership program Up With People; lived in 136 host family homes in U.S., Mexico and Western Europe; 1973 & 1978

COMMUNITY INVOLVEMENT

- **TEDxABQ.** Gave TED Talk to 750+ at National Hispanic Cultural Center; 2012; Member of Advisory Board; 2014 to present
- **American Marketing Association.** Founded Orange County Chapter; grew chapter to 400+ members; served as President of New Mexico chapter; Member; 1980 to present
- **Up With People International Alumni Association.** Organize cast tours of New Mexico; member UWPIAA board serving 20,000+ alumni worldwide; 1978 to present
- **Creative Albuquerque.** Member of Board of Directors; 2011-2013
- **TVC Center for Commercialization and Entrepreneurial Training.** Taught Marketing Plan components in bi-annual training sessions; 15-50 participants per class; 2008-2012
- **Quality New Mexico.** Served as Senior Examiner and Team Lead; 2003-2009
- **Professional Aerospace Contractors Association.** Served as Membership Chairperson; grew membership from 75 to 150 members; 2000-2009
- **Toastmasters International.** Co-founded three clubs; served as District 23 P.I.O. for 100+ clubs statewide; achieved ATM-Bronze designation; active Member 1978-2009

HONORS

- Nominated UNM Adjunct Faculty of the year annually; 2008 to present
- Outstanding Faculty of the Year Award, Webster University; 2012 and 2014

- Power Broker Recognition, New Mexico Business Weekly; 2008-2012
- Marketer of Excellence Award, New Mexico American Marketing Association; 2008