

# TANIA SILVIA ULRICH (formerly Calderon)

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## EDUCATION

M.B.A. Rollins College, Crummer Graduate School of Business, Master of Business Administration, concentration in Marketing

M.L.S. Master of Liberal Studies, Rollins College

B.A. University of North Carolina at Chapel Hill, School of Journalism and Mass Communication, Chapel Hill

## PROFILE

Proven, bilingual, creative marketing and communication professional with more than 28 years experience in:

- Marketing Communication, Brand and Identity Development, and Integrated Marketing Campaigns
- Product Development, Launch, and Promotions
- International Marketing and Public Relations
- Corporate Alliances, Strategic Partnerships and Merger/Acquisition Support
- Internal Communication, Crisis Communication, and Executive Communication
- Industries: Hospitality, Technology, Residential Real Estate, and Retail

## PROFESSIONAL EXPERIENCE

### **ROI COMMUNICATION**

Director, March 2019 to present

- Communications consultant and trusted advisor to executives at Fortune 500 companies, including Hewlett Packard Enterprise (HPE), New York Life, Avery Dennison, Wesco, and PepsiCo
- Craft communication strategies for large-scale change initiatives, product and brand launches, employee engagement, acquisitions, and diversity and inclusion programs
- Develop and manage comprehensive communication and promotional plans
- Create and execute award-winning communication deliverables through all appropriate channels

**WYNDHAM DESTINATIONS**—World's largest vacation ownership company

Sr. Director, Product Development and Business Integration, July 2014 to March 2019

Director, Product and Marketing Strategy, October 2011 to June 2014

Director, Product Strategy and Corporate Promotions, May 2010 to October 2011

Director, Product Strategy and Integration, April 2007 to May 2010

- Developed and executed new products, including an industry-leading, upper-tier vacation ownership product (Presidential Reserve) with an implementation budget of \$1.5 million and generating revenue in its first year that exceeded the revenue forecast for the next 5 years
  - Other products include: Industry-first vacation club with \$5 million, one-market launch budget (Vacationality), Discount program (\$3 million profit), Hispanic and LGBT marketing acquisition, signature program to designate metropolitan properties, rebrand of loyalty program, national sweepstakes, and Margaritaville Vacation Club
- Worked directly with senior leaders to identify and test opportunities for new products and strategic alliances through partnership discovery and through primary and secondary research
- Conveyed the voice of senior leadership for the product or alliance to all appropriate parties
- Led cross-functional teams to develop common goals and vision consensus, project

- milestones and timelines, remove obstacles, and communicate progress
- Directed agencies and communications teams to craft product and service identity, design system, and positioning statements
- Trained stakeholders and sales teams on products, including training more than 2000 sales reps
- Forecasted product revenue, created and adjusted revenue drivers, and developed and launched promotions for sales and marketing professionals to meet revenue, profit and/or ownership count goals
  - For one product, I created a 75-page, perfect-bound “Envisioning Book” that trained all internal stakeholders to understand the product and the reasons for its inception
- Ensured that products are transitioned and integrated into the organization’s infrastructure, monitored and adjusted brand to maintain consistency with original vision, reported on the product’s achievements, and managed any impediments to the product’s growth

#### Director, Owner Communications and VIP Programs, May 2005 to April 2007

- Oversaw owner communications for more than 500,000 owners, including writing for and editing an award-winning publication, a monthly e-newsletter, and owner web content
- Wrote senior-executive communication to owners, including letters, articles, and speeches
- Organized and managed annual owners conferences with educational concurrent sessions, trade shows, and general sessions for audiences of more than 500 and with a budget of \$250,000
- Developed positioning guides for acquisitions and all press releases for owner-facing staff to provide consistent, accurate information to owners
- Administered a loyalty program for 150,000 premium-tier owners and partnered with national companies to develop benefits, including discounts, opportunities for new experiences, and partners for travel
- Directed the development of a \$600,000 owner web site upgrade

#### **FISERV CBS WORLDWIDE**—\$3 billion financial services technology company

International Marketing Services Manager, April 2002 to May 2004

Web Content Manager, International Division, September 1999 to April 2002

#### **JANE NEWNUM AND ASSOCIATES ADVERTISING, MARKETING, PUBLIC AND MEDIA RELATIONS**

Account Coordinator, April 1998 to June 1999

**HOME BUILDERS ASSOCIATION OF MID-FLORIDA**, Membership Specialist, March 1997 to March 1998

**ORLANDO OPERA**, Marketing Intern, June 1996 to February 1997

#### SKILLS/HONORS

- Received company-wide Promise Award at Wyndham for outstanding achievement in 2014
- Named 2011 Young Hispanic Corporate Achiever by Hispanic Association on Corporate Responsibility: <http://www.hacr.org/programs/yhca/2011/>
- Featured in *Hispanic Executive* Magazine: <http://hispanicexecutive.com/2012/marketing-high-end-destinations/>
- Awarded American Resort Development Association “ARDY” for Margaritaville Vacation Club (2016) brochure and for a Norwegian Cruise Line advertorial (2017), and have been nominated more than 6 other times
- Launched and led the company’s first Hispanic/Latino Employee Resource Group, “FUERTE”
- Fluent in Spanish and International (British) English
- Past President of the Rollins College Crummer MBA Alumni Board
- Volunteer editor, writer and content developer for various organizations