

**Marilyn G. Cordovi**  
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## **EDUCATION**

M.B.A.  
E-Business Management Certificate  
University of Houston  
Houston, TX

M.S.J. Advertising/Marketing  
B.A. Linguistics/Education  
Northwestern University  
Evanston, IL

## **EXPERIENCE**

### **EDUCATION/TRAINING EXPERIENCE**

**Rice University**, Houston, TX 2009-Present  
Jesse H. Jones School of Business  
*Lecturer in Management*

Courses: Active Learning Project ALP, Leadership Communications, Cross Cultural Communications, Crisis Communications, CapSim, various Workshops and Simulations

- Taught Leadership Communication for full-time first year MBA students.
- Facilitate student oral presentations and provide evaluations across all tracks.
- Facilitate multiple communications workshops across all tracks, leading interactive sessions, providing evaluations, coaching for development on both a planned and ad-hoc basis.
- Communications faculty advisor in CapSim first year business simulation.
- Action Learning Project (ALP) core communications faculty member, spring 2009, 2010, 2011, 2012. Facilitated development of capstone projects of three graduate teams annually. Project managed fulltime faculty, external advisors, and host companies.

**The Art Institute Houston**, Houston, TX 2008-2014  
Fashion and Retail Marketing  
*Professor, eCompanion Administrator*

Courses: Brand Marketing, Business Ownership, Career Development, Consumer Behavior, Copywriting, Critical Thinking and Working in Teams, Fundamentals of Advertising, Fundamentals of Marketing, International Marketing, Leadership, Media Planning and Buying, Retail Operations Management, Sales and Event Promotions, Sales Management, Web Marketing

- Developed and taught integrated marketing communications and core business courses to undergraduate students.
- Coached communications and presentation components of Capstone projects.
- Established relationships across 50-campus system to develop and deliver national eCompanion learning management system administrator training course.
- Project managed successful rolled out eCompanion and eBooks to three Texas campuses. Organized and upgraded more than 800 course shells, trained 135 faculty and nearly 2500 students at local launch.

**DeVry University and Keller Graduate School of Management**, Houston, TX 2003-2007  
*Business Instructor*

Courses: Critical Thinking, Electronic Commerce, English (all tracks), Marketing, Operations Management, Senior Capstone Project

- Developed Houston Senior Project curriculum, managed concurrent student teams, and established business relationships across Houston to provide internship opportunities.

## **Marilyn G. Cordovi**

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- eCollege super-user; developed master course shells for electronic commerce, marketing, and senior capstone.
- Introduced mind mapping as research development tool. Presentation developed was adopted campus-wide for research-based courses.
- Faculty Service Award for Outstanding Faculty Member.

**University of Houston Downtown**, Houston, TX

2004-2005

*Business Instructor*

Courses: Marketing, International Marketing

- Taught undergraduates in a hybrid course environment.

**Dawson & Dawson Consultants, Inc.**, Houston, TX

2002-2005

Corporate Trainer, Executive Outplacement

Courses: Career Development and Job Search.

- Developed and delivered presentation and job search materials to executive level clients.
- Conducted role-plays and mock interviews for clients. Provided one-on-one client presentation, interview coaching, and mentoring.

**Guest Lecturer**

1990-2002

- University of Houston, Kingwood Community College, Texas Women's University.
- Topics included: advertising, public relations, healthcare marketing, international marketing, marketing communications.

## **ADDITIONAL EDUCATIONAL EXPERIENCE**

**Other Schools and Organizations: 1978-1989**

- American Marketing Association through Central Michigan University, Mt. Pleasant, MI
- American Management Association through Eastern Michigan University, Ypsilanti, MI
- Jackson Community College Business Development Center, Jackson, MI
- Midwest Institute, Flint, MI

## **BUSINESS EXPERIENCE**

**Cordovi Collaborations**, Houston, TX

2010 to Present

Director of Operations

- Created and run a full service event staffing agency. Serve a variety of clients, mainly in the greater Houston area in beverages, pet products, and consumer product goods.
- Handle account sales and new business development.
- Responsible for recruiting and training, payroll, invoicing, client recaps, and event inventory.
- Collaborate with retail partners and vendors to ensure stock availability and compliance.
- Establish and maintain positive relationships with retail managers and staff.

**Children's Learning Institute at UTHealth**, Houston, TX

2014-2015

*Manager Business Development*

- Consulting engagement working collaboratively with internal and external audiences to create awareness of the organization's state, clinical, and research initiatives through marketing, advertising, and public relations efforts.
- Developed the Texas marketing and promotions rollout plan for Texas School Ready migration onto CLI Engage web learning platform. Implementation impacted 1,247 Texas public school districts and 145 Head Start/Early Head Start Programs.

- Garnered statewide media coverage for HISD interventional reading tutoring program, CLI Engage Pilot program, and Texas School Ready-CLI Engage rollout.
- Wrote complete new content for website ([www.childrenslearninginstitute.org](http://www.childrenslearninginstitute.org)) reflecting quality and range of clinics and programs and serving as a consumer information portal.

**Aerolis Marketing and Communications, Houston, TX**

2003-2008

*Senior Consultant*

- Provided business development, personal account service, marketing communications, and project management services to mid-sized and large companies, mainly in the B2B arena. Representative projects included:
  - Ingrain (rock physics/well services company): new branding campaign to increase sales: including total website design and content, technical product copy, collateral materials, news releases, PR articles/abstracts, and coordination/logistics for nearly a dozen national/international trade shows.
  - Univation Technologies (ExxonMobil/Dow Chemical Company subsidiary): international sales communications liaison provided internal/external communications, technical writing, web content; production of quarterly national roadshows, 4 web conferences, 4 client facing newsletters, coordination/logistics for 7 international events.
  - Thermo Fisher Scientific: Healthcare Market Division account service; national sales portal development ([www.fishersci.com](http://www.fishersci.com)); project management of marketing, advertising, and public relations campaigns. Wrote for and managed production of national online training materials, 4 newsletters, 6 product catalogs.

**St. Luke's Episcopal Health System, Houston, TX**

1999-2002

*Director of Corporate Communications*

- Managed marketing, communications, and public relations strategies for growth of 850 bed hospital and 6 offsite satellites, including domestic and international provider, care staff, and customer relations campaigns. Executed outreach events including educational seminars, open houses, health fairs, and others.
  - Year #1, program generated \$41.5 million gross amounting to 10% overall hospital revenues. One service line experienced a 31.3% sales increase, moving from a negative bottom line to \$2.3 million gross contribution.
- Liaison between corporate offices, medical and professional staff, volunteers, board members, and community partners. Managed \$2.5 million annual budget.
  - Improved departmental client satisfaction levels 80% over prior year through operational improvements, account follow-up procedures, and interpersonal relationship building.
  - Increased operational efficiencies 33% through improved workflow processes.
- Developed first system-wide marketing plan for 10 primary centers of excellence and secondary service lines.
- Secured \$250,000 production grant for and project managed three prime-time television specials covering cardiovascular, cancer, and liver diseases. Garnered national media attention plus multiple local, regional, and national awards.
  - Liver program generated 119 new patients within 48 hours and necessitated addition of another clinic day.
- Wrote the hospital crisis communications plan and led hospital crisis communications team during 2001 Tropical Storm Allison.

**ADDITIONAL BUSINESS EXPERIENCE**

**BVK/McDonald**, Milwaukee, WI & Houston, TX, *Vice President and Account Supervisor*

- Account supervisor for Tenet Health southwest regional account, Sprint Hispanic account.

**Sykes Communications**, Houston, TX, Milwaukee, WI, & Washington, DC, *Senior Vice President of Operations*

- Account supervisor for: Department of Defense (Mentor-Protégé Program), Department of Veterans Affairs, Department of Housing and Urban Development, Environmental Protection Agency, Harley-Davidson Motor Company, Houston METRO, National Institutes of Health, Office of National Drug Control Policy, State of Wisconsin Tourism, Texas Department of Transportation, United Space Alliance, Wellpoint Health Networks/Unicare Insurance.

**Cordovi and Associates**, Kingwood, TX, *Principal*

- Major accounts: Compaq Computer Corporation, TeleCheck (First Data)

**Northeast Medical Center Hospital**, Humble, TX, *Director, Marketing and Public Relations*

- Hospital and 5 satellite centers.

**PROFESSIONAL ACTIVITIES & AWARDS**

- Presentation: Building a Fashion Brand – Fashion Group International, June 2013
- Presentation: Brand Communications – Fashion Group International, June 2012
- Presentation: Marketing in Fashion – PR Over Coffee, April 2012
- Art Institute of Houston: Professional Advisory Committee 2008-2014
- DeVry University: Professional Advisory Committee 2010-2014
- National Conference Speaker: April 2002 Solucient Conference; March 1991 Academy of Healthcare Marketing
- Published articles: *Profiles in Health Care Marketing*, March 2002; *COR Healthcare Marketing Strategy*, December 2001; *Healthcare Advertising Review*, May 1991, January 1989; *Healthcare Marketing Review*, June 1991
- ADDY Awards (Houston Advertising Federation) - Bronze: 2002, 2001
- Crystal Award (American Marketing Association) - 2001 (integrated marketing program category)
- EFFIE Awards (American Marketing Association, national) - finalist 2002, 2001
- Telly Award - 2002
- EMMY Awards (National Academy of Television Art and Sciences) - two awards 2002, 2001; three nominations 2002 and 2001
- Excalibur Award (Public Relations Society of America) - 2001 (marketing consumer products and services)
- Golden Lantern Award (Business Marketing Association) - 2001
- Silver Microphone Awards - three awards 1997 (best in category for radio commercials)
- Annual Healthcare Advertising Awards (*Healthcare Marketing Report*) -Silver award 1993
- Academy Award (Academy of Health Services Marketing, American Marketing Association) - Gold 1992
- Flashes of Brilliance (Academy of Health Services Marketing, American Marketing Association) - Silver 1991, Gold 1990