

Sancia Matthyssen, MBA

240 Whispering Spring Lane, Georgetown, TX 78633



nouvellev@aol.com

512.496.8879



HEAD OF BUSINESS STRATEGY AND INSIGHTS

Rational, Intuitive Breakthroughs

Strategic Business Planning and Execution • Operations Consulting • Needs Identification • Performance Metrics
Business Model Transformation • Data Strategist • Content Futurist • Highly Productive Collaboration Curator
Idea Pioneer • Partnership Relationship Management • Business Insights • Abstract Interpretation
Decision Influencer • Entrepreneurial Predisposition • Quality Commitment

CAREER HISTORY & SELECTED HIGHLIGHTS

Senior Leadership Roles Held in Systems, Strategy and Market Development Business Units Since 2004

IBM | Austin, TX; (11/99 - Present)

Principal Consultant & Corporate HQ Team Lead, Social Insights & Analytics; (06/14 - Present)

 2340 metrics

- Designed and delivered initial social data-driven client experience research methodology.
- Led delivery of IBM's "first" social+traditional integrated research study.
- Launched "first" repeatable system for social insight visual representation.
- Developed real-time global brand health knowledge with 20 performance metrics for 3 constituencies in 39 countries.

Business Transformation Leader; (07/12 – 06/14)

 123%
revenue growth

- Delivered new operational consulting initiative to 100+ channel partners worldwide.
- Increased IBM revenue by 123% in <18 months and partner revenue by average 19% in <12 months.
- Achieved General Manager's assignment in top 2 strategic imperatives announced by CEO.
- Envisioned and deployed 3-way solution collaboration program pairing start-ups and channel partners.

Partner, Venture Capital Group; (01/11 - 07/12)

 \$100M+
new revenue

- Introduced technology commercialization business model generating +\$100M in OEM revenue.
- Analyses of several investor, market and technology trends across US, Mexico and Israel delivering 30 pipeline leads.
- Launched community startup and investor networking event series with 100+ members.

Program Director and Manager, Alliances and Business Development; (11/99 – 01/11)

 \$400M+
new revenue

- Consistently awarded for exceeding expectations leading to +\$400M in revenue over multiple years.
- Managed establishment of two offshore development labs successfully eliminating +\$25M in expense.
- Successfully negotiated M&A, IP Licensing, technical services, OEM, reseller and JDA relationships with 50+ alliances.

ASAT Ltd. (now UTAC Group) | Hong Kong

Semiconductor Senior Customer Liaison and Program Manager; (1997 – 1999)

VTCL Corporation | Austin, TX

Video Teleconferencing Systems Operations and Pricing Specialist; (1996 – 1997)

EDUCATION

Keller Graduate School of Management, Mesa, AZ
Master's Degree, Business Administration; 1997

Rutgers University, New Brunswick, NJ
Bachelor of Arts Degree, Economics; 1993

COMMUNITY INVOLVEMENT

- Springboard Enterprises; *Evaluator*
- SURGE Accelerator; *Startup Mentor*
- Rice University; *Judge*
- SXSW Interactive; *Panelist*
- PanIdea; *Speaker*
- IBM DeveloperWorks; *Interviewer*
- IBM BizTech; *Business Lead*
- Rutgers University; *Alumni Mentor*

ENTREPRENEURIAL ENDEAVORS

A Time Long Ago (2015 – present): **Owner**, one of a kind curated vintage findings and antiques.

Chloe and Isabel (2014-present): **Independent Merchandiser**, direct sales jewelry products.

NouvelleVie (2008-2013): **Owner**, global e-commerce artisan platform.

INTERESTS

Travel • Reading • Painting • Photography • Boating • Baking • Adoption • Animal Rescue • Gardening • Genealogy