

# Lauren E. Patterson

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## EDUCATION

TEMPLE UNIVERSITY, Fox School of Business, Philadelphia, PA  
*Master of Business Administration, May 2015*

UNIVERSITY OF PENNSYLVANIA, The Wharton School, Philadelphia, PA  
*Marketing Certificate, Wharton Programs for Working Professionals, Awarded May 2013*

UNIVERSITY OF PENNSYLVANIA, Philadelphia, PA  
*Bachelor of Arts, English with Minor in French, Awarded May 2002*  
*Study Abroad: Columbia/Penn Reid Hall Program, Paris, France*

## EXPERIENCE

UNIVERSITY OF PENNSYLVANIA, The Wharton School, Philadelphia, PA 2010-2013  
**Program Manager, Wharton Executive Education** (2011-2013)

- Oversaw comprehensive operations/new business development of corporate business education, working closely with Wharton faculty and C-Suite professionals to develop customized programs.
- Integrated e-learning platform into program design with extensive collaboration with global partner.
- Evaluated comprehensive program metrics to assess program design and process efficiencies.

**Program Coordinator** (2010-2011)

- Executed all logistical details of corporate business education programs.
- Worked with Marketing to design and develop co-branded materials, logos and web content.

THE NIELSEN COMPANY 2003-2010

**Associate Program Manager, Product Strategy - Tampa, FL** (2006-2010)

- Managed comprehensive 375 product portfolio across eight lines of business.
- Utilized Lean Six Sigma DMAIC methodology to identify 100+ products to de-feature/converge/retire from portfolio; achieved \$1 million in incremental savings in 2009.
- Led program office for strategic measurement initiatives to measure non-traditional media consumption, including Internet and Mobile viewing; published weekly communications to Senior Vice Presidents.

**Emerging Leaders Program, an 18-month rotational program for high-performing future leaders.**

**Completed rotations in New York, Tampa, Los Angeles, Chicago** (2005-2006).

- Designed and launched media resource website for Dallas local market.
- Developed service level agreement (SLA) procedures between Core Operations and internal clients.
- Defined metrics to measure ROI of Knowledge Management tools.
- Analyzed focus group data to identify TV pilot episode improvements.

**Analyst, Sales & Marketing - New York, NY** (2003-2005)

- Evaluated rating data for National Broadcast and Cable; identified top primetime shows.

MINDSHARE, New York, NY 2002-2003

**Assistant Media Planner**

- Conducted market and demographic research to develop media plans for Gillette/Duracell brand.
- Created competitive overview of household batteries' ad spend.

## ADDITIONAL

- Elected representative, *Quality Circle*, Fox MBA Class of 2015
- Member, Junior League of Philadelphia