###### Martha Adams Siano

***Experienced Professional***

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## CAREER SUMMARY

# Extremely accomplished business development and communications professional. Partner in the conception, development, and launch of consulting company, youth development non-profit organization, and nationally recognized youth events. 20+ years’ corporate experience managing the sales interface between high technology product teams and Fortune 100 customers with recognized ability to identify, penetrate and capture top-tier technical accounts.

## DISTINCTIVE QUALIFICATIONS

• Extremely accomplished in Brand Identity, Product Concept Development, Market Validation and

Needs Analysis, Business Strategy Development, Team Dynamics, and Facilitation.

*Business* • Successively responsible roles in key relationship development, elite technology team

coordination, product, and process development, customer applications refinement.

• Conceive elegant product, marketing, sales, and execution strategies for requirements utilizing

electronic, chemical, mechanical, polymer, biological, aeronautical, thermal, acoustic sciences.

• Highly skilled with Microsoft Office products, Adobe products for graphic design, website build and

management, Search Engine Optimization, Social Media marketing, Pay Per Click advertising

**EXPERIENCE** **DOWNEAST SALMON FEDERATION, INC.** – Columbia Falls, ME (June 2020 to present)

**Communications and Development Coordinator**. Manages the membership, volunteer, and donor database,   
 event and member tracking, member communication, and report production. Produces semi-annual newsletter.   
 Provides fundraising and event support including research, reports, mailings, events, and organizing. Maintains   
 website. Moved antiquated communications systems into world-class designs with new website, newsletter   
 redesign, social media and blog processes. [www.mainesalmonrivers.org](http://www.mainesalmonrivers.org)

**AMERICAN YOUTH COUNCIL, INC.** – Marietta, GA (2007 to 2020)

**Executive Director** of this 501(c)(3) youth development non-profit with an online community service help system. Responsible for development of funding, programs and communications systems. Design and build websites, social media programs, online advertising. Produced yearly youth events serving over 1000 student athletes and 100 volunteers, attracting national recognition, major sponsorships, and partnerships. Launched inaugural ***Holiday For Hope Atlanta*** in 2010 to provide Christmas to 1000 extreme poverty and disabled children, with Congressman Tom Price as Honorary Chairman. [www.americanyouthcouncil.com](http://www.xecuteconsulting.com/)

**SIEGEL INSTITUTE** – Kennesaw, GA (2006 to 2007)

**Personal Assistant** for Program Development to Dr. Betty Siegel, outgoing President of Kennesaw State University. Coordinated national and international program development, including conferences, leadership enclaves, visiting scholar positions. Managed office intern staff, engagements, and meetings.

**XECUTE CONSULTING PARTNERS** – Marietta, GA (2002 to 2005)

**Business Development Consultant** and President of the largest civic organization in Georgia. Successfully conceived, designed, and launched nationally recognized youth events and youth development non-profit. Served on Congressman Tom Price’s Advisory Council

**W.L. GORE & ASSOCIATES** – Atlanta, GA (Headquarters Newark DE) (1991 - 2002)

**Sales Engineer – Strategic Accounts**. Fortune 10 to Fortune 500 Corporate Account management

responsibilities for 100+ companies for this manufacturer of ‘Gore-Tex’ products, in extremely complex high-

speed cable, circuit board and parallel optics electronics markets. Member of global account teams for IBM,

Cisco, Mitsubishi, Panasonic, Alcatel, Siemens, Lockheed, Ericsson, Motorola, General Motors, Nortel.

**CARDIFF PUBLISHING** – Denver, CO (1988 - 1991)

**Sales Manager**, Technical Publications. Key member of turnaround team, restructuring microwave engineering

magazine, recovering customer relations. Company sold to industry leader Reed Publishing in 1991.

**TELEDYNE MICROWAVE** – Mountain View, CA (1987 - 1988)

**Sales Manager -** Recruited to manage $15M electronics product line sales with top 20 U.S. Military Customers.

**EDUCATION B.A. Equivalent** Advanced Diploma, Materials Management First in Class

Fleming College Ontario, Canada 1984 Work experience equivalent B.S. Electronics Engineering