

## LYNN A. FRAHER

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### SUMMARY

Over twenty years of extensive marketing, financial and program management experience acquired in executive positions of increasing responsibility primarily with two Big 5 worldwide system integrators. Proven track record and excellent reputation for designing, implementing, managing and measuring new programs, procedures, controls, and systems.

**AREAS OF EXPERTISE:** *Team leader . . . Relationship builder . . . Effective communicator . . . Effective marketer . . . Event coordinator . . . Brand manager . . . Product developer . . . Strategic planner . . . Information Architect . . . Problem Solver . . . Program manager . . . Project manager . . . Skilled CPA . . . Executive Manager . . . Financial analyst . . . Process methodology developer . . . Contract negotiator.*

### PROFESSIONAL EXPERIENCE

#### INDEPENDENT CONSULTING

2000 - Current

Provides marketing, business development and financial consulting services to a number of diverse clients. Offers a full range of services from strategic planning through implementation.

- Designed and implemented a complete marketing campaign for a local public accounting and consulting firm. Complete responsibility for brand image, collateral development, client targeting, event planning, and overall business development.
- Planned and conducted several strategic events for the biotech industry. Responsible for agenda, logistics and speaker/attendee relations.
- Assisted an international telecommunications company in an extensive financial analysis for their large banking customer. Provided recommendations for future financial decisions related to the customer's multi-year outsourcing contract.

#### PRICEWATERHOUSECOOPERS

1997 - 2000

*Director of Marketing*

Directed all marketing services for approximately 2000 consultants in the West Region Consulting Practice. Responsible for events, public relations, proposals, collateral, internal communications and knowledge management. Defined and implemented the marketing vision including the recruitment and professional development of more than 20 professionals. Developed marketing strategies for various industries. Worked extensively with several Managing Partners.

- Designed and implemented various marketing campaigns in the High Tech, E-Business and Telecommunications industries.
- Developed the internal communications strategy. Designed and implemented several new communications tools including the first ever business unit webcast, a very well subscribed online newsletter and a web based knowledge resource.
- Initiated joint marketing efforts with several strategic alliances that resulted in new business opportunities. These include Siebel, Sun Microsystems, CommerceOne, Ariba and others.
- Planned and conducted events from tradeshows to executive briefings. Developed an event strategy for earlier identification and participation in the most valuable opportunities.
- Managed the design and development of collateral. Defined the strategic uses for these tools to showcase the firm's breadth of services.
- Responsible for the development of proposals and qualifications including design, messaging, staffing, and timely delivery to clients.
- Created a new knowledge management and research practice. Designed and implemented a number of new knowledge tools.
- Gained a working knowledge of the service offerings of the firm's Management Consulting Services practice. Includes a familiarization with many e-business software packages including Siebel, Broadvision, i2, Ariba, CommerceOne, SAP, PeopleSoft, Oracle, JDEdwards and others.
- Worked in conjunction with the global brand identity initiative to establish the firm's post merger brand and ensure adherence to identity standards.

**ANDERSEN CONSULTING****1992 - 1997***Senior Manager*

Managed the marketing, administrative operations, and finance functions for various components of a multi-billion dollar global management and technology consulting firm providing world class business solutions to Fortune 500 companies. Reported directly to a Managing Partner of the Technology Organization and worked with numerous Managing Partners to execute key global programs.

- Managed multi-million dollar budgets, project and program planning, and executive level reporting.
- Institutionalized the Shareholder Value Program that improved business practices.
- Developed and maintained intranet knowledge tools to implement strategic business initiatives.

**JMB INSTITUTIONAL REALTY CORPORATION****1990 - 1992***Assistant Director of Institutional Financial Reporting*

Managed the accounting, administrative operations, and financial reporting for six portfolios with over \$500 million in assets. Managed and reviewed a staff of 25 professionals. Reported to the Director.

- Responsible for all internal and external financial reports for six portfolios.
- Completed special reporting projects for executive management, investors, and consultants.
- Developed and implemented innovative accounting and reporting policies and procedures.

**EQUITY GROUP INVESTMENTS INC.****1988 - 1990***Director of Corporate Accounting*

Directed the administrative and accounting operations for a holding company with 50 subsidiaries and over \$7 billion in real estate assets. Managed and reviewed a staff of 20 professionals. Reported to the Controller and worked extensively on special projects for the President/Co-founder.

- Responsible for internal and external reporting and consolidation of 50 companies.
- Reengineered the accounting operations, financial controls, and accounting department staff.
- Designed, developed, and implemented a new corporate budget process.

**ARTHUR ANDERSEN****1981 - 1988***Senior Manager*

Managed all phases of audit engagements for both public and private companies in the venture capital, real estate, capital markets, and commercial finance industries. Directed, developed, and evaluated up to 20 professionals on concurrent engagements.

- Consulted with clients on accounting and general business issues, SEC and other regulatory requirements, income tax matters, and internal controls.
- Developed and implemented new business strategies with clients, including tax planning, cash flow projections, accounting issues, and regulatory reporting requirements.
- Directed the development and administration of various professional services for several new client engagements, including the design of audit procedures and financial reporting formats.

**PROFESSIONAL TRAINING**

Introduction to Shareholder Value	Architecting Business Change
Delivering Client Value	Client Relationship Management
Project Management Skills	Covey Principle Centered Leadership
Effective Business Writing	Effective Presentations
Management and Leadership Course	Solution Enterprise Architecture
Adobe Photoshop 5.5	Adobe Premiere 5.1
Adobe PageMaker 6.5	Adobe After Effects 4.0

**EDUCATION**

**Bachelor of Science**, Accountancy. Graduated with Honors.  
**University of Illinois**, Urbana-Champaign, IL  
**Certified Public Accountant**, State of Illinois

**ADDITIONAL INFORMATION**

**Treasurer**, Big Brothers and Big Sisters Foundation, San Francisco and Peninsula – 1997 - 1999