

SYLVIA A. TANSILL

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ATLANTA, GA 30329

678.644.3572

PROFILE: Creative business executive with impressive track record for designing and implementing business solutions that create value. Extensive experience in consumer product goods and distribution industries. Recognized for ability to lead, mentor and influence others.

PROFESSIONAL EXPERIENCE:

SyBIC Inc. Consulting, Atlanta, Ga.

2006 – Present

Turning Ideas into Innovative Solutions

Consulting Services include Strategy and Advisory, Customer Interaction, Operational Excellence, Information Technology and Execution Management.

Coca-Cola Enterprises, Atlanta, Ga.

1987- 2006

Director – New Product Integration

2005 – 2006

Identify opportunities to diversify and expand beverage portfolio to drive profitable new revenue. Launched the first dairy beverage nationwide with projected first year revenue of \$1M, and 4 year growth to \$5M.

- Established strategic partnership with brand owner (BRAVO INT. FOODS)
- Led organizational integration and alignment of all business functions (production, distribution, marketing sales, financial) within CCE.
- Developed innovative packaging to expand product distribution into new channels (schools, recreation, at-work) through vending.
- Initiated collaborative relationship with Dairy Council.

Director – Odwalla Operations

2003 – 2005

Responsible for the management and integration of the Odwalla Beverage Operation. Introduced natural juice product to Atlanta market, resulting in 71% annual revenue growth.

- Created business plan for launch
- Developed and managed new accounts
- Executed superior merchandising and promotions within major retailers
- Developed new business channels with wholesalers.
- Opened and developed new geographic territory
- Created new marketing and promotional programs
- Introduced additional product line - Odwalla Food Bars.

Director, Logistic and Sales Operations

2002 – 2003

Responsible for managing the Distribution and Customer Service for a 3.5 million case facility.

- Implemented new organizational model which improved sales operations and trade execution
- Introduced an automated sales tool to achieve sales goals
- Increased operational efficiency by 10%.
- Enhanced customer care response time and follow up

Director, Atlanta Business Unit Initiatives

2001 – 2002

Responsible for leading key organizational change initiatives for Atlanta Business Unit.

- Led the development and implementation of new products.
- Implemented a major package conversion to the Fridge Pack, resulting in a 5% increase in revenue. The roadmap for this conversion was later used for the nationwide conversion to the Fridge Pack.
- Led the development of the Atlanta Division 2002 Business Plan, identified as one of the best formulated and executable plans in the Southeast Region resulting in a 3.7% growth in volume, a 4.6% growth in Cash Operating Profit and a 4.0% reduction in operating expenses.
- Established an enhanced process for business reviews with clients, resulting in improved customer relations and mutual alignment of objectives.

Director, Planning & Technology

1996 – 2001

Responsible for strategy development and planning of Information Technology in support of CCE's business requirements.

Defined and facilitated the IS Planning process, and implemented the Project Office for project management and reporting

- Established and activated the Enterprise Architecture defining the infrastructure, applications, and data standards.
- Researched technology trends and made recommendations on direction in alignment with the business needs
- Established and implemented system and integration testing processes
- Led the proposal development for an Enterprise Business Solution
- Participated in the establishment of a new organizational model for the IT department

Program Manager

1990 – 1996

Responsible for the development, implementation, and support of critical business capabilities.

- Created an E-Commerce Program that enabled CCE to respond to customer and supplier requirements for business process integration.
- Participated in the Efficient Consumer Response (ECR) Initiative with other major DSD manufacturers and grocery retailers to document the value of Electronic Data Interchange (EDI) for Direct Store Delivery (DSD).
- Implemented business solutions for the following organizational functions: an Accounts Receivable System, HR/Payroll and Benefits System, Computing Facility Migration, Document Imaging Solution, and a system-wide Sales Reporting System.

Business Solutions Manager

1987 - 1990

- Directed the support for the primary business applications of four bottling operations with annual sales of \$350 million.
- Initiated and directed the development of a \$.5 million project to replace the route management system.
- Designed, staffed, and implemented an Information Center to support 300+ clients computing needs. Directed over \$1 million in infrastructure and services annually.

Digital Equipment Corporation, Landover Md.

1987

Project Manager Provided Sales Support to Digital's number one account General Electric's Aerospace Division.

Completed proposal to implement an Enterprise Productivity System.

Creative Associates International, Inc., Washington, D.C.

1986

Project Manager Led the development and implementation of SBA's National Certificate of Competency system. System was delivered on time, within budget, and met the all business requirements.

Dart Group Corp., Landover, Md.

1985

Senior Analyst Led the development of an Order Inventory system for the discount books operation, resulting in substantial savings to the corporation.

Giant Food Inc., Landover, Md.

1982 - 1984

Information System Management Specialist Provided Financial Management for Information Systems department, including development of a five year Business Plan, Annual Budgets, Project Tracking and Contract Management.

EDUCATION:

Coca-Cola University, 2000

B.S. Finance, 1981

B.S. Information Systems Management

Leadership Development

University of Maryland

University of Maryland

Professional Development: Negotiating for Value, Connecting With Customers, Interviewing, Management Essentials, Strategic Thinking, Strategic Selling, Executive Leadership, Executive Speaking, Communication and Consulting Skills, Negotiation, Presentation Delivery, Software Engineering, Enterprise Architecture.

PROFESSIONAL ASSOCIATIONS:

Advisory Board for Consumer Product Goods
Information Management Forum - Advisory Board
GA Product Development Management Association – Member

Project Management Institute - Advisory Board
Georgia 100 Mentor Program 2002 & 2004
CCE Executive Diversity Advisory 2002 – 2004

SYBIC CONSULTING ENGAGEMENTS:

McBrayer Development	Bottle Water Concept & Design Graphics	Current Engagement
Enviro Expo USA	Marketing & Business Development for Environmental Expo.	August – Ongoing
Green BusinessWorks 2008	Sponsorship/Business Development for the 2009 Southeast Expo.	February – June
Aquasis Bottled Water	Establish a Startup bottled water to support the humanitarian safe water efforts of World Vision.	October – July 2008
Northrup Grumman, Inc. Cloud 9	Enterprise Performance Mngt proposal response for CDC Assist in developing a Business Strategy/Plan for a new Retirement Community	June 2007
Atlanta Charity Event	Provide Management & Marketing Leadership resulting in \$17k in net proceeds	March – May 2007
		May – December 2006