

## Jeanne-Elise M. Heydecker

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Facebook: <https://www.facebook.com/jeanneheydecker>

Web Site: <https://ibuildcompanies.com/>

## Career Achievements

- Expanded iPlace from 129 persons on retainer to 500+ in 4 years while decreasing attrition from 72% to 24% in one year. Chief Mentor for internal startups creating new business models.
- Gamified a performance management system through a complete reorganization of operations. As a result, salary increases and promotions were automated and required no appraisals or management intervention.
- Executed international and domestic trade shows for a telecom group in Asia, Africa, Europe and North and South America, decreasing the average cost from \$1,863 per SqM to \$431.
- Secured \$10MM from Intel Capital, restructured the organization and cut the workforce by 50% to meet founder exit strategy of going IPO [Bombay Stock Exchange, 2009].
- Increased email marketing open rates from 2% to 28% in six months. Launched a companion blog that increased click-throughs from 6,000 per week to over 80,000.
- Achieved ComScore's 8th fastest gaining property for 123greetings.com by Dec. 2007 and reached 4th by Feb. 2008.
- Redesigned 50+ school and department websites, extranets and intranets in one year.
- Won Official Honoree Webby Award 2006 for creating the first social network for a 35,000+ K-12 public school district.
- Grew traffic for Tripod.com [Lycos Network] from 12MM to 16 MM page views/day in 9 months.

## Core Competencies

- Advertising
- Brand Management
- Change Management
- Corporate Strategy
- Curriculum Development
- Design Services (Adobe InDesign, Illustrator and PhotoShop)
- Email Marketing
- Events Management
- Go-to-Market Strategy
- Internet Advertising
- Internet Marketing
- Leadership Development
- Organizational Development
- Organization Restructuring
- Product/Project Management
- Sales Literature and Collateral
- Talent Acquisition Consulting
- Website Design (HTML, WordPress, and Shopify)

## Employment History

- **ibuildcompanies.com**  
Founder and CEO
- **JobNet.com.mm**  
Marketing Director
- **iPlace USA (iplaceusa.com)**  
Chief Strategy Officer
- **Feb. 2018 – Present**  
Myanmar/Singapore
- **Sept. 2017 – Nov. 2017**  
Yangon, Myanmar
- **Dec. 2012 – Sept. 2017**  
Pune, India

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|------------------------------------------------------------------------------------------|-------------------------------------------------------|
| Senior Vice President                                                                    | Pune, India                                           |
| • <b>Sannam S4 (sannams4.com)</b><br>Head of Marketing                                   | <b>May 2012 – Dec. 2012</b><br>New Delhi, NCR, India  |
| • <b>Vihaan Networks (shyam.co.in)</b><br>Associate Vice President, Worldwide Marketing  | <b>April 2009 – Mar. 2012</b><br>Gurgaon, India       |
| • <b>Icronex Technologies Pvt. Ltd. (icronex.com)</b><br>Vice President                  | <b>June 2008 - May 2009</b><br>Gurgaon, India         |
| • <b>Intrasoft Technologies (123greetings.com)</b><br>Marketing Group Leader             | <b>July 2007 - June 2008</b><br>Kolkata, India        |
| • <b>Forensicon, Inc. (forensicon.com)</b><br>Director of Marketing, Internet Services   | <b>May 2006 – Feb. 2007</b><br>Chicago, Illinois USA  |
| • <b>Indian Prairie School District (ipsd.org)</b><br>District Coordinator, Web Services | <b>July 2002 - May 2006</b><br>Aurora, Illinois USA   |
| • <b>BuzzBoltMEDIA.com</b><br>Co-founder and Vice President                              | <b>July 2000 - June 2002</b><br>Chicago, Illinois USA |
| • <b>MicroE Systems (microesys.com)</b><br>Web Communications Manager                    | <b>Oct. 1999 - July 2000</b><br>Natick, MA USA        |
| • <b>Lycos (tripod.com)</b><br>Marketing Product Manager                                 | <b>Jan. 1999 – Aug. 1999</b><br>Williamstown, MA USA  |
| • <b>Telekol Corporation</b><br>Marketing Product Manager                                | <b>Aug. 1996 – Dec. 1998</b><br>Waltham, MA USA       |
| • <b>Semaphore (sema4usa.com)</b><br>Marketing Manager                                   | <b>Dec. 1992 – Aug. 1996</b><br>North Andover, MA USA |

## Education

- **School of the Museum of Fine Arts** Boston, MA: BFA, Design [1982]
- **Massachusetts Institute of Technology** Cambridge, MA: High School Studies Program
- **Sir. J.J. College of Architecture** Mumbai, India: First Year Architecture Program [Exchange Student]
- **Boston Architectural College** Boston, MA: Certificate of Completion, Center Summer Program
- **Bridgewater State University** Bridgewater, MA: Certificate of Completion, Project Contemporary Competitiveness Program for Accelerated Students

## Certifications

- **SMstudy - Global Accreditation Body for Sales and Marketing** Sep. 2017
  - Digital Marketing [License 582985]
  - Marketing Strategy [License 582982]
- **BrainBench [transcript #3618734]** 2004 – 2005
  - Certified Web Designer - Brainbench Certified Internet Professional
  - Certified Project Manager
  - Certified Product Manager