

PROFILE

Maren Symonds Consultant and Marketing Director

Maren is a proven strategist and consultant with over 25 years of contact center and telecommunications experience. Prior to joining Strategic Contact, she served clients in private practice and as a consultant with a global management consulting firm. She also held sales, marketing, and product development positions in start-up and multi-million dollar corporations.



Representative end user client engagements include: Developing operations and technology strategies consistent with business objectives and budgetary considerations; Building business cases for new centers with associated operations and technology plans; Assessing the impact of Web-based services on contact center operations; Managing technology acquisition from RFP through vendor selection, contract negotiation, and implementation; Conducting contact center audits to assess strategy, operations, use of technology, and organizational effectiveness. Representative vendor engagements include: Assessing industry trends and the competitive landscape to identify attractive market opportunities; Setting product development priorities consistent with business strategy and customer requirements; Crafting marketing, sales, channel support, and promotional plans for new product launch; Authoring white papers, technical references, marketing collateral, and press releases.

Maren has an MBA from Stanford University, an MDiv from Duke University, and a BA in management science from the University of California at San Diego. She lives in Beaverton, OR with her husband and serves as an Oregon State University Extension Service Master Gardening Volunteer. She also designs and develops web sites for non-profits.
