

## **Biography for Sharon Tczap**

Sharon Tczap has spent her entire career in marketing and sales. Whereas many people specialize in a specific marketing function, Sharon worked in corporate America for over 20 years where she held positions across all marketing disciplines. She developed expertise in all marketing functions enabling her to be a customer-focused marketer with the ability to create cutting edge programs, identify/initiate new opportunities for revenue growth, build positioning and key messages, overhaul existing operations for enhanced productivity and profitability and create business infrastructures that aligns customer requirements with business objectives. Sharon is particularly adept at developing tactical marketing plans to implement strategy. Sharon supplemented her comprehensive experience by completing her MBA with a concentration in Marketing and graduating with very high honors from Rochester Institute of Technology. Over six years ago, Sharon left Corporate America to start her own successful marketing training and consulting business. Although she has worked on high profile projects with companies such as Hewlett Packard, Sony and Microsoft, she focuses most of her client work on marketing initiatives for start-up ventures and small to medium size businesses. Sharon's extensive background has enabled her to successfully assist clients in all their marketing and sales requirements. Her projects range from small, quick turnaround projects to long-term strategy development and building marketing organizations geared for success. Sharon continues her educational pursuits by working with Rochester Institute of Technology as a primary researcher on various strategic growth programs and with faculty on cutting edge publications.