

**Valerie M. Crane**  
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**Career Focus**      **Multi-Faceted Marketing Research, Strategic Planning, and Communications Professional**

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- Experience Summary**
- Experienced marketing research practitioner, both quantitative (surveys) and qualitative (focus groups) with reputation for providing insightful conclusions and recommendations
  - Experienced writer of strategic business plans, grant proposals, articles, employee newsletters, technical publications, hundreds of marketing research reports, white papers, web content, and speeches
  - Hands-on knowledge of non-profits, as well as high tech, restaurant, and utility industries
  - Excellent copyeditor and proofreader
  - Strong technical command of the English language; familiarity with AP writing style; serious commitment to clear and persuasive communication
  - Above average facility with financial concepts and the reporting of statistical data
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**Education**      **MBA, San Diego State University, San Diego, CA**  
**B.S., Marketing, University of Santa Clara, Santa Clara, CA**

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- Professional Experience**      **Proprietor – The Capstone Group, San Diego, CA**      *8/95 - Present*
- Services include focus groups, mail, online, and telephone surveys, as well as technical and corporate communications – proposals, grant writing, annual reports, strategic business plans, and newsletters
  - Clients include Unisys, InfoLine/2-1-1 San Diego, CHIP, SDG&E (Sempra), EPRI, Jack in the Box, Aging and Independence Services (County of San Diego), the Council of Community Clinics, and others
  - Selected projects have involved:
    - Designing and implementing a comprehensive customer satisfaction tracking system for all functional areas of Aging and Independence Services (County of San Diego)
    - Conducting the ongoing client satisfaction study for 2-1-1 San Diego, as well as the annual employee satisfaction survey
    - Conducting personal interviews of community leaders to assist InfoLine in becoming its own 501(c)(3) organization
    - Facilitating and writing annual strategic business plan, quarterly business plan updates, the VP/General Manager's monthly letter, conducting internal customer opinion studies, and numerous other assignments for a division of Unisys Corp. (past eight years)
    - Moderating focus groups and conducting quantitative research for SDG&E
    - Conducting customer service tracking studies for Unilab

*San Diego Gas & Electric*  
**Manager of Reengineering**

7/79 -  
8/95

- Recruited, directed, and motivated a team of 20 multi-disciplinary professionals, tasked with reengineering the company's service order process, with a capital budget of \$12 million and annual benefits in excess of \$4.5 million.
- This was SDG&E's first reengineering project and required significant communication and the garnering of support across all levels of the company.
- In addition to redesigning the process of taking customer orders for service, the team selected and configured automated dispatch software and hardware, which was then installed in all the company's service vehicles to enable the newly designed process.

**Manager, Strategic Plans and Projects**

- Gathered, synthesized, and reported competitor and business intelligence
- Facilitated sessions with Senior Management, developed business plans, and prepared briefing packages for the Board of Directors

**Consumer Research and Communications Director**

- Managed department responsible for all customer and financial communications and for more than 50 public opinion, employee, communication, and customer service surveys conducted annually
- Department also encompassed community relations, including energy education, volunteerism, speakers' bureau, adopt-a-school, and the consumer panel

**Senior Research Analyst**

- Conducted more than 100 public opinion polls on topics related to corporate image, advertising effectiveness, shareholder relations, customer service, and marketing program effectiveness.

*Foodmaker*

**Marketing Research Manager**

- Conducted all research for both Jack-in-the-Box and Continental Restaurant Systems (Hungry Hunter, etc.) including advertising studies, corporate image, and new product evaluation. Designed and implemented the company's first computerized sales analysis system.

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**Computer Skills**

- Advanced Microsoft Office (Word, Excel, PowerPoint, Publisher) and SPSS-PC, some Photoshop; exposure to HTML and Dreamweaver

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**Other**

- Current Board Member, Financial 21 Community Credit Union (several terms as Chairman), past Board Member, March of Dimes and Parkinson's Disease Foundation; volunteer elderly shut-in program, University City Community Association (UCCA) and Friends of University City Library
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