

# Olga L Kramar

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## Summary

MBA with 14 years of corporate business experience

## Skills

- Developing online business strategy for web clients
- Designing, creating and developing websites
- Selling intangibles
- Demonstrating complex software
- Business writing: presentations, speeches, web content

## Education

AMERICAN GRADUATE SCHOOL OF INTERNATIONAL  
MANAGEMENT (Thunderbird), Glendale, Arizona.  
MBA, International Management, 8/83.

STANFORD UNIVERSITY, Palo Alto, California.  
BS, Biology, 6/81

## Professional experience

OWNER, WHITETAIL WEB DESIGN, Coeur d'Alene, Idaho.  
Designing and building web sites for small to mid-size businesses.  
Expertise in Flash, JavaScript and HTML.

ACCOUNT MANAGER, SUNGARD HEALTHCARE, INTELUS DIVISION, Rockville,  
Maryland.  
Sales of health information management software and document  
imaging systems (starting price \$750K per system) to large hospitals  
and healthcare networks. Developed sales presentations from 20  
minutes to several hours in duration, targeted to audiences at all levels  
of the organization, from users to CIOs and CFOs.

REGIONAL SALES MANAGER, SITE OF CARE SYSTEMS LLC, San Francisco,  
California.  
Sales of obstetric clinical information systems to hospitals for start-up  
software company. Created sales contact database. Presented and  
demonstrated software at major hospitals, healthcare industry  
conferences and trade shows.

SALES REPRESENTATIVE, INNOVATIVE HEALTH SYSTEMS (IHS),  
Sacramento, California.  
Sales of SoftMed health information management software to the  
healthcare industry. Strategic selling skills used in complex high-level  
sales to hospitals and large clinics nationwide. Sold \$294K in first 18  
months. Backup writer for responses to RFPs, typically ranging from  
several to over 50 pages.

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**Professional  
experience**  
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ACCOUNTING SOFTWARE SALES, MANZANITA SOFTWARE, Roseville, California.  
Introduction of CPAs to top-rated BusinessWorks accounting software. Recruitment into a suitable CPA program, which served as a distribution channel for the software.

FINANCIAL ANALYST, GUITTARD CHOCOLATE CO., Burlingame, California.  
Raw material hedging/position reporting, cocoa bean-related traffic and payments, financial analysis for operations manager and controller. Developed and implemented computerized system for tracking hedge position.

FINANCIAL CONSULTANT AND BRANCH OFFICE COORDINATOR FOR FINANCIAL PLANNING, SHEARSON LEHMAN, HUTTON, Palo Alto, California.  
Licensed broker for stocks, commodities, and insurance.

ACCOUNT EXECUTIVE, INTERNATIONAL TRADING GROUP, San Mateo, California.  
Licensed commodities broker.

FOREIGN EXCHANGE TRADER, TRADAX GESTION, S.A. (CARGILL), Geneva, Switzerland.  
Trading currencies for profit. Advising company's commodity traders on foreign exchange matters. Close working relationships with banks worldwide.