

BIRDIE C. REZNICEK

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EDUCATION

1996-1998	NORTHWESTERN UNIVERSITY KELLOGG GRADUATE SCHOOL OF MANAGEMENT Master of Business Administration Degree, June 1998. Majors: Management, Marketing and Nonprofit Management.	Evanston, IL
1993-1995	COLUMBIA UNIVERSITY – TEACHERS COLLEGE Masters level coursework in Organizational Psychology	New York, NY
1985-1989	UNIVERSITY OF PENNSYLVANIA – WHARTON SCHOOL Bachelor of Science in Economics, May 1989. Major: Multinational Management	Philadelphia, PA

PROFESSIONAL EXPERIENCE

2013-Present	UNIVERSITY OF COLORADO BOULDER LEEDS SCHOOL OF BUSINESS <i>Instructor, Division of Social Responsibility & Sustainability (SRS)</i> <i>Director, Social Responsibility & Ethics (SRE) Certificate</i> <i>Daniels Fund Faculty Ambassador; case writer and ethics case competition judge</i> <i>Faculty Affiliate, Center for Ethics & Social Responsibility (CESR)</i> Courses Taught: <ul style="list-style-type: none">• CESR 4005: <i>Business Solutions for the Developing World - Learning Through Service</i> Upper-level experiential learning course that focuses on applying business tools and the power of markets in the service of poverty alleviation. Student teams complete pro bono consulting projects on behalf of social enterprise project partners in the developing world.• BCOR 2302: <i>Business Ethics & Social Responsibility</i> Sophomore-level required course that challenges undergraduate students to think critically about business conduct from the perspective of ethics, values, markets, public policy, and regulation.• BCOR 1015: <i>World of Business</i> Freshman-level required course redesigned to explore the interplay between ethical considerations with historical, societal, philosophical and economic factors that underpin contemporary business practices in developed and emerging worlds. Social Responsibility & Ethics (SRE) Certificate <ul style="list-style-type: none">• Serve as Faculty Director guiding undergraduate business students toward earning the SRE Certificate distinction through experiential learning internships, social impact coursework and overall academic certificate requirements.• Manage partnerships with social purpose enterprises to foster opportunities for experiential learning projects and internships.• Launch and promote the Social Responsibility & Sustainability track.	Boulder, CO
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LEEDS SCHOOL OF BUSINESS
Center for Ethics & Social Responsibility (CESR)

Boulder, CO

2010-2013

Managing Director

- Convened the annual Conscious Capitalism Conference: 2011 & 2012
- Coordinated CESR's quarterly External Advisory board meetings
- CESR liaison to Development Office to support fundraising efforts. Wrote successful grant awarded by the Institute for Ethical and Civic Engagement.
- Fiscal Officer and CESR liaison to Leeds Finance & Budget office

2007-2009

MARTA ASSOCIATES

Denver, CO

Senior Consultant

- Provided business advisory services to nonprofit organizations.
- Guided non-profit boards of directors in strategic planning process for organizational mission/vision, program assessment and implementation.

1998-2001

GOLDEN GATE COMMUNITY INC. (GGCI)

San Francisco, CA

Enterprise Director

- Directed the social-purpose businesses of GGCI, a community development non-profit in venture capitalist George Roberts' portfolio (Roberts Enterprise Development Foundation).
- Responsible for social and financial outcomes of entrepreneurial ventures. Tripled the number of clients served per year, increased revenue and profits by launching additional retail venues, an e-commerce website and new product lines.
- Profiled in "Social Purpose Enterprises and Venture Philanthropy – Practitioner Profiles" published by The Roberts Foundation.
- Won local government contracts to establish "The City Store" operations in San Francisco's City Hall and the Moscone Center in order to maximize jobs, work experience and training opportunities for GGCI's at-risk clients.

Summer 1997

BOOZ ALLEN & HAMILTON

Chicago, IL

Summer Associate, Financial & Health Services Group

- Developed intellectual capital on the managed care industry structure. Reported on winning positions of recent strategic partnerships and point-of-service plans.
- Conducted strategy assessment for the largest post-acute health care provider in U.S. Focused on acquisition and integration strategy for broad continuum of care.

1989-1996

METLIFE

New York, NY

Director, Supply Chain Management, 1992-1996

- Directed strategic and financial operations of 40-person staff in Corporate Procurement. Responsible for contract negotiations and expenditures worth \$80 million annually.
- Appointed to spearhead MetExpress re-engineering initiative to streamline purchase and payment transactions resulting in savings of \$3.5 million. Led implementation team for national procurement card program which won corporate award for team effectiveness.
- Coordinated operating policy for five regional divisions servicing MetLife's 1,200 dispersed offices. Managed operating budget of \$15 million.
- Founded *NAPM-NY Purchasing Manager's Index*, forecast of regional economic activity published in major news wires and industry journals.

Management Associate Program, 1989-1991

Selective management training program consisting of self-structured rotations.

- Asset Management Marketing - Designed and implemented market research program. Presented findings at the Life Insurance Marketing Research Assoc. International Conference.
- Target Marketing - Conducted strategic marketing campaign targeted toward growing Asian ethnic market.
- International Operations - Evaluated loan portfolios of subsidiary lending institutions of MetLife (UK) Ltd.

SERVICE

- Case writer and case competition judge for the Daniels Fund Ethics Initiative.
- Present the Social Responsibility & Sustainability Track and the SRE Certificate at multiple panel sessions each year for prospective and first-year students.
- Final round judge for CESR Business Ethics Case Competitions and the Phillips 66 Business and Engineering Diversity Case Competition.
- Diverse Scholar Mentor
- Search Committee member for SRS Instructor positions.
- Invited Speaker: Center For Community Futures, Kellogg E-Cause Conference, Intervarsity's MBA Conference, CU Boulder's Graduate Christian Fellowship