

MEGAN BARBIERI

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EDUCATION

UNIVERSITY OF NORTH CAROLINA, Kenan-Flagler Business School – Chapel Hill, NC May 2014
Master of Business Administration (MBA), Full-Time Program

- Concentration in Marketing; GMAT 710
- Anderson MBA Premier Fellowship and Dean's Fellow – Full Tuition & Stipend
- The Consortium for Graduate Study in Management Fellowship and Forté Foundation Fellowship
- Strategy Liaison – Marketing Club; Corporate Sponsorship Liaison – Carolina Women in Business Club; Communications Liaison – Alliance for Minority Business Students Club

GREENSBORO COLLEGE – Greensboro, NC May 2007
Bachelor of Arts, Business Administration with Finance concentration and Spanish, GPA 3.9

- Presidential Full Tuition Scholarship; Graduated with honors summa cum laude
 - Captain of Women's Lacrosse Team
 - Studied Abroad: Universidad de Alicante – Alicante, Spain
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EXPERIENCE

NOVARTIS ANIMAL HEALTH – Greensboro, NC 2007-2012
Medical manufacturer specializing in disease prevention for pets, farm animals, and cultured fish.

Financial Analyst (2011-2012)

- Analyzed extensive third party pricing and sales market research data; examined monthly financial and market share trends and made recommendations to target loyal customers more effectively, reducing expected market share loss from new competitor by 2%.
- Partnered with brand manager to identify 2,700 + low performing accounts and designed a free goods promotion that generated incremental sales of \$1M.
- Created a new distribution process for product samples used by the sales team that increased sample selection from two to twelve products.
- Led cross-functional team to streamline new P&L reporting; created a system of checks and balances to ensure 100% accuracy and compliance at a \$200M company.
- Spearheaded comprehensive monthly performance presentation (100+ slides), consolidating data from sales and finance which influenced upper management's marketing strategies and financial decisions.

Business Support Specialist (2009-2011)

- Implemented process improvements using SAP to reduce production time of financial reporting by 80%.
- Served as financial subject matter expert for team launching a \$2M sales promotion; reported weekly sales results and presented positive ROI to upper management.
- Managed annual R&D budget of \$20M; led financial training sessions to educate managers, resulting in the reduction of year over year variance to budget from -23% to -5%.

Finance and Marketing Support (2007-2009)

- Designed custom customer relationship management (CRM) sales queries to analyze clinic buying trends for brand managers; identified 500 potential customers for veterinary educational seminar program resulting in 240% ROI over 12 months.
 - Re-structured expense reports for all departments creating a user-friendly tool to improve visibility and monitor overspending; achieved <5% budget variance (-15% v. budget in previous year).
 - Selected as 1 of 9 employees (out of 700+) to serve as expert of complex Brio sales query tool.
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ADDITIONAL

- Conversational Spanish
- College and high school women's lacrosse official
- Proficient: SAP, BRIO Explorer, Microsoft FRX Forecaster
- Interests include traveling, playing sports, and mentoring