

Theresa Quintanilla

MBA from Columbia University, where projects with many different organizations helped me realize I want to be where people work to realize excellent ideas.

1984 First professional position at Ogilvy & Mather Advertising, joining Compaq Computer Account.

Designed my first newsletter to help account management team keep up with industry news and position Compaq more competitively.

Database marketing attracted my passion as a way to build long-lasting and measurable relationships between a company and its customers.

In leadership training, learned the value of high expectations for people in a healthy culture, as laid out by O&M founder David Ogilvy.

1988 My management skills were developed leading teams at Service Corporation International, back at O&M as an Account Supervisor, and then at Microcomputer Power.

Leaded marketing for the Prearranged Funeral division (an insurance service), I learned to match people's skills and talents to the right job function and to create systems that rewarded the development of knowledge and profitable behavior. Established a customer newsletter to create a channel for add-on sales to customers.

Rehired by O&M after SCI closed the insurance division, I took over the account service team of three, covering all the brochures and some of the advertising which O&M produced for Compaq. Grew the team to five people by improving the profitability and customer satisfaction experienced by the client.

1992 Embarked on my first business ventures, learning more about my strengths and resources.

As Marketing Director at Microcomputer Power, a computer reseller focused on major oil companies, I restructured their newsletter to capture more co-operative advertising funds and improved their 15,000-name contact database so sales performance could be tracked, measured and improved.

Worked on a newsletter called Working Life but realized I had insufficient publishing experience.

Trained as a sales person for Profiles International, selling employment testing. In the process, gained deeper understanding of my own talents and preferences.

Seeing many other sales people and small business owners struggling with their contact databases, that I launched a business doing installation and training.

1995 Encountered the first issue of Fast Company magazine, whose focus on working with passion and embracing change helped me to find my footing as a business professional.



Jobs

1996 Joined a partner in starting a marketing research firm, Real Marketing Insights, and learned how customer satisfaction is measured and managed. Set up a fax newsletter for prospecting. Wrote a white paper on loyalty.

1998 Spent time in the information technology industry, first as a business analyst for Shell USA, then as a marketing analyst for CGI Information Systems and Consultants. Installed my first sales automation system at CGI

2002 At Griffing & Company, analyzed the source of the firm's success, upgraded the contact database, and set up a system for maintaining communication between the firm and its customers and prospects.

2004 At Safety United, I helped a startup business analyze the competitive opportunities and get its company newsletter on track .

2007 Worked as a training director for DMN3, helping keep their employees up to date on the trends in marketing and technology.



Ventures

1999 Led fellow readers of Fast Company magazine to mount an event called FastHouston which brought 200 people together to discuss how to manage accelerating change in business.

2003 With a scholarship for the School for Innovators, I began to understand how my creativity could be channeled into valuable new services and innovations. Gained more insight into my work style and the conditions necessary for success.

2005 Began designing a innovative publishing platform for corporate communications that builds an online newsletter driving an integrated, multi-channel communications system. Prototyped at www.QViewsOnline.com.

2008 Launched Steady Stream Publications to commercialize my communications platform, called the "Viewspage." Developed additional examples for Active Pets Houston and Columbia Club of South Texas.

2010 With a partner, founded the Houston Summit for the Creative Economy, which helps creative professionals collaborate to improve the environment in Houston.