

The Project Team

The Growth Project team is currently made up of six employees and four outside consultants. This mix of internal and external people provides the balance of viewpoints and expertise necessary for a project of this scope to succeed. The name, position, and responsibilities of each of the ten primary people assigned to this project are listed below.

Ann Salinski, VP Financial Services

Ann's role is to oversee the financials for this project. She acts as the gatekeeper for all expenditures and has the final say on any cost overruns for the project. Ann is one of the founders of Outlander Spices, and she performs this financial management role in addition to her other duties at the company.

Jack Thomas, VP Sales

Jack's role is to ensure that the sites we choose for expansion will maximize sales and profits while minimizing the need to hire additional sales staff. Jack also works with Aileen in Marketing to ensure that we have a successful sales rollout.

Elise Sechan, Manager, Information Technologies

Elise's role is to provide technical direction and assistance for the Web initiative. Elise will provide the requirement documents to companies bidding on the Web project, and she will coordinate the selection of a provider of Web services. She will also oversee the team assigned to create the Web site and manage any consultants we use to implement the Web solution.

Aileen MacElvoy, Director of Marketing

Aileen's role is to oversee market research and the creation of any material required by the sales force. She will also oversee all marketing communications with customers and vendors, as well as act as the project spokesperson for the press and other interested parties.

Ron Timmons, Senior Buyer

Ron's role is to ensure that the spices and teas we sell are appropriate for the markets we are entering. He will analyze the market research to determine which spices and teas are in high demand in each of the regions into which we plan to expand. Ron will also monitor the data on Web purchases and buying trends in the new markets. In addition, he will work with our vendors to ensure that the supply of teas and spices supports the increased sales and specialty needs we expect to result from this initiative.

Kim Leong, Customer Service Representative

Kim's role is to oversee the support of new and current customers. He will monitor the demands on our current system and work with Elise to specify upgrades to our telephone system. Kim will also play an integral role in determining the requirements of an online

ordering system, and he will oversee the creation of a training initiative and documentation for the new system.

Kathy Sinclair, Project Management Consultant

Kathy has been hired to oversee the entire project. Kathy is a professional project manager who has been managing projects for more than fifteen years. We believe that using an outside project manager eliminates much of the potential for politics and other problems that can occur when deadlines loom and time is of the essence.

Thomas Boorman, IT Consultant

Thomas will build the initial Web site, train an internal person to maintain the site, and provide ongoing support for the site for a three-year period. Thomas will also assist in the selection of an Internet Service Provider.

Solena Hernandez, Market Analyst

Solena will do the bulk of the market research and provide recommendations to Jack and Aileen on market potential. Once this initiative is launched, she will also analyze the success of our various products.

Susan Gianni, Business Consultant

Susan will analyze our business processes and look for any unrealized savings of time and money. She will also give the team a reality check about the success of the project from an overall business perspective.