

Form Name:
Submission Time:

Citizens Commission
March 12, 2019 6:57 pm

Name	Bethany Patten
Address	[REDACTED] [REDACTED] [REDACTED]
Phone	[REDACTED]
Email	[REDACTED]
Citizenship Affirmation	I am a U.S. Citizen
Residency Affirmation	I am a resident of the Commonwealth of Massachusetts
Statement of Intent	I intend to comply with and advance the policy established by this Act.

Statement of Interest	<p>It is an honor to be considered for the Citizens Commission. It is my hope that my personal and professional experience allow me to significantly contribute. In my career I have developed a deep understanding of corporate strategy. This was further expanded through my MBA studies MIT Sloan focused on corporate sustainability. Now, in my position as Lecturer and Sr Assoc. Director at MIT Sloan's Sustainability Initiative, I address the impact corporations have in influencing society. My research and teaching focus on corporate engagement in the political process. Serving on the commission will improve the quality of my work. Through my civic engagement as the president of Boston's Bay Village Neighborhood Association, as a board member of the Environmental League of Massachusetts, and on the Alumni Advisory Board for the Boston Area Chamber of Commerce, I understand the impact of corporate policy on communities and the environment. These experiences combined allow me to have a balanced perspective on these positive and negative impacts. It is a thorny issue. We cannot deny that corporations play an essential role creating jobs and improving lives. While protecting privacy, they should have a voice in the political process. This is a historic moment. In serving on the commission I welcome the opportunity to contribute thoughtfully and with measure to a changing conversation that leads to what I believe can be a more transparent corporate role improving society.</p>
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Résumé or Summary of Qualifications Upload	https://s3.amazonaws.com/files.formstack.com/uploads/3282862/71887710/485380242/71887710_bethanypattenresume_2018_06.docx
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Political Party Affiliation, if any, over the previous five years	Democratic
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City or Town where you reside	BOSTON
Employment Status	Employed
Occupation	Lecturer & Sr. Associate Director
Employer	Massachusetts Institute of Technology, Sloan School of Mgmt

BETHANY PATTEN

PROFILE

20 years of executive experience in profit and non-profit sectors. Naturally drawn to work that emphasizes relationship development and coalition building, especially when cause-related. Skilled in change management, organizational design process improvement & stakeholder engagement. Proven success in leading collaborative team efforts that bridge technical, operational and business functions. Multiple examples of designing and managing large-scale projects, integrations, joint ventures and acquisitions. Subject matter expert in the implementation of sustainability strategies.

EDUCATION

MIT Sloan School of Management

Cambridge, MA

MIT Executive MBA, 2013

- Managing Director, MIT Sustainability Summit, 2013
- Action Learning Sustainability Projects: Collaboration with MIT office of Sustainability to reduce waste, Sustainability Strategy Implementation Project with Major Moroccan Phosphate Mining Company
- Elected Representative on MIT Sloan Student Senate – 2 year term

Boston College

Chestnut Hill, MA

BA, Major – English; Minor - Women's Studies

WORK OVERVIEW & TIMELINE

MIT SLOAN SCHOOL OF MANAGEMENT

Cambridge, MA

2013 – Present: Sr. Associate Dir. & Lecturer, Sustainability Initiative at MIT Sloan

A strategic initiative of the Dean's office focused on academic programming and research collaboration.

HOUGHTON MIFFLIN HARCOURT

Boston, MA

2012 – 2013: Dir. Business Strategy/Short Term Integration Project Management

An internationally recognized publisher of Trade and Academic content.

PERSEUS BOOKS GROUP

Boston, MA

2004 – 2012: Manager, Int'l Sales → Director, Int'l Sales Operations

A leading privately owned & independent Book Publisher & Distributor, now part of Hachette Livre

HACHETTE BOOK GROUP (Formerly Time Warner Book Group)

New York, NY

1998 – 00; 2003 – 04: Manager, Special Markets

US trade publisher, owned by Hachette Livre, the second largest publisher in the world.

FIRST MOMENTS, Inc., subsidiary of Time, Inc.

New York, NY

2000 – 03: Project Manager → Operations & Business Analyst

A subsidiary of Time, Inc. Now out of business, product marketing & sampling company.

DETAILED WORK EXPERIENCE

MIT SLOAN SCHOOL OF MANAGEMENT, SUSTAINABILITY INITIATIVE

Establish and develop relationships with students interested in pursuing a career in sustainability acting as advisor and mentor; create content/recruit speakers for weekly lunch series focused on skills development; teach structured problem solving and work design; increase exposure to sustainability through curriculum development and cross-campus collaboration. Build Alumni network and develop engagement opportunities to strengthen the community of Sloan graduates. Cultivate relationships with government, private sector, and NGO practitioners to engage in long-term research projects. Manage donor development pipeline and fundraising efforts. Manage all aspects of business and financial operations and cost accounting including \$1M annual operating budget.

Constituent Engagement:

- Positioned the program to be ranked #1 in the US for Social Impact by the leading ranking entities: Corporate Knights, Net Impact and Business Because.
- Diversified and grew participation in masters-level courses and programming across MIT. More than tripled enrollment in flagship sustainability certificate program over 5 years from 21 – 61 students, overtaking established tracks of study including Finance. Increased the diversity of certificate enrollments to include members of programs from across the institute: Urban Studies, Engineering, Supply Chain, and Technology Policy
- Enriched curriculum by introducing an array of new courses and cases including managing the development of a now oversubscribed sustainable finance course and embedding sustainability related case materials into required core business school curriculum.

- Lead engagement efforts that resulted in 80% of business school students taking at least 1 sustainability course, and 35% taking at least three courses in their two years of study.
- Developed a platform for Alumni collaboration in Renewable Energy Finance.

Fundraising, Development & Strategy:

- Created systems and processes that led to annual giving increase of 40% over three+ years
- Increased caliber of organizational collaborators to include Patagonia, Gap, Allagash Brewery, Amazon, Coca-Cola

HOUGHTON MIFFLIN HARCOURT

Business Strategy:

Successfully integrated *Cliffs Notes*, the single largest strategic business unit acquisition for HMH in the last decade on time and under budget. Developed key growth initiatives for the Trade Division of HMH, primarily in the areas of Digital and International. Built business cases for new strategic international partnerships.

PERSEUS BOOKS GROUP

Financial Operations:

Responsible for overall profitability of the department, individual sales and marketing efforts & new business initiatives.

- Prepared Int'l Sales financial targets maintaining 20% avg growth year-on-year
- Managed business to targeted operating expense goals maintaining 30% profit margin year-on-year
- Created P&Ls across multiple business areas (e.g. developed a model to determine optimal third-party client distribution rates for prospective Int'l clients.)

Business Operations:

- Successfully lead strategic integrations, meeting all major baseline schedule dates and resulting in overall stakeholder satisfaction, including: Corporate acquisition of *Publishers Group West*, a \$300M Sales, Marketing and Distribution Company and High-profile International and industry Joint Venture *Faber Factory Powered by Constellation*.
- New Business Development: Instituted a process for evaluating new int'l ebook distribution partners based on revenue and operational expertise; Participated in contract negotiations resulting in 5 new partners (Eg. Amazon UK, Apple EU) with annual revenues of \$1.5M

Sales Operations:

Primary point of contact for Int'l export sales and support staff regarding policy interpretation & operating procedures.

- Drafted & implemented over 20 new Standard Operating Procedures across multiple business functional areas (Eg. Streamlined the Sales Projection process which resulted in reducing print overages, and more accurate forecasting)
- In consultation with warehouse operations, improved delivery times to major int'l customers on average by 30%
- Negotiated 10% reduction in overseas carrier rates by consolidating shipments for in-house clients and owned business units.
- Streamlined the process of digital sales reporting, revenue recognition, & cash application – reducing days receivable/Cash on Account by 3-4 months.
- Developed process and framework for analysis of ebook sales trends specifically in the areas of pricing promotions, category and regional/channel analysis, as well as profitability.

Additional Roles/Other Experience/Accomplishments:

- **Core Committee Member:** Int'l representative in a cross-functional executive team charged with addressing operational complexities, inefficiencies, redundancies and cash exposures across all business units. Group of 9 representatives, considered "brain trust" of Perseus operations.
- **Sales Channel Management/Personnel Management:** Built Int'l Sales Program from the ground up. Managed key markets: Canada, UK, Australia/NZ, India, South Africa & a team of sales reps in the non-English speaking markets, increasing sales by 85% over 4 years.
- **Contract Negotiation:** Responsible for negotiating terms with key int'l consignment distributors (reducing discounts on average by 5 – 7% points), freight carriers and digital distribution vendors.

HACHETTE BOOK GROUP (Formerly Time Warner Book Group)

Sales Management & Client Services:

- Managed 1st tier retail accounts & 100+ independent gift reps, generating a yearly net income of \$5.4 million, 20% of yearly net departmental revenue **Examples of Accounts Served:** Urban Outfitters, TJMaxx/Marshalls, Guggenheim
- Department liaison with distribution client Disney Publishing Worldwide, representing 25% of yearly departmental revenue (\$6 Million). Created sales plans & marketing initiatives. Produced monthly sales reports for the group.

Sales Operations:

- In cooperation with IT, streamlined & automated processes (eg. Commissioned payments – reducing time from 3 days to ½ day; Electronic Catalog – Created a bi-weekly report displaying all available titles used in sales material development; Sales Reporting – Developed a snapshot report of monthly sales by distribution channel – used for identifying areas for improved sales growth)

FIRST MOMENTS, Inc., subsidiary of Time, Inc.

- **Sales & Marketing:** Increased revenue through maximum exposure in the “life-stage” marketplace through lead prospecting and development. **Accounts Served:** Johnson & Johnson, Procter & Gamble, Novartis & Unilever
- **Project Management:** Managed day-to-day production, vendor relationships, client services & billing operations of million-dollar sampling & custom publishing program.
- **New Product Development:** Launched three new product sampling programs

ADDITIONAL INFORMATION/EXPERIENCE/ENGAGEMENT

Civic Engagement

Bay Village Neighborhood Association, Bay Village, Boston.

- **President**, Oct 2017 – Present
- **Recording Secretary**, 2015 – Present

Mike Kelley, Boston City Council District Two Campaign

- Environmental and Urban Development Policy advisor

Emerge Massachusetts

- Graduate of 6-month candidate training for women with aspirations for running for office

Consultancies

Conservatorio

- Sustainable Historic Urban Redevelopment Consultant. Casco Viejo, Panama. Summer, 2014

Novartis

- Sustainability strategy implementation consultant, Summer, 2017

Training/Certifications

Minds at Work

- 20-hour facilitator training workshop, and regular practice in the *Immunity to Change* coaching methodology. Summer, 2016

Pranavayu Yoga

- 200-hour Certified Yoga Instructor, Completed March 2017