

Valerie René Sheppard

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Trabuco Canyon, CA

1/07 – Date **HEART OF LIVING VIBRANTLY, CENTER FOR MINDFULNESS & SELF-MASTERY**
Trabuco Canyon, CA

Founder & CEO

- Providing Life Mastery coaching, workshops, tele-classes and retreats to adults and young people.
- Lecturer: The Paul Merage School of Business, University of California Irvine. Teaching marketing electives, personal leadership principles and practices, and career strategies and tactics to undergraduate students.
- Lecturer: Student Life and Leadership, University of California Irvine. Teaching life-mastery and personal leadership to undergraduate and graduate students through "Living 101: Being Happy and Whole." Program achieving statistically significant improvements in college self-efficacy and mindfulness. Faculty Advisor: Mindfulness at UCI and Happy & Whole Connection student clubs.
- Youth Self-Esteem Coach, Rock Life Campaign: youth empowerment program focused on eradicating bullying, eating disorders, self-mutilation, depression and suicide among teens. Convinced two CA City Councils and two School Boards to enact bans on bullying. Delivered programs educating teens and parents.
- #1 Best-Selling Author/publisher of "Living Happy to Be ME!: Dancing Your Soul Lightstyle,"[™] a transformational guidebook to raising consciousness and having more happiness, fulfillment and success. Best-Selling co-author of "Everything is Subject to Change," and contributing author to various periodicals with reach of millions globally.
- Featured Guest on multiple radio shows on business and vibrant living, touching >1MM globally.
- Awarded the 2016 Spotlight Award (Dynamic Womyn of UCI), the BLAC Excellence Award (Black Advancement Leadership Coalition of UCI) and the Excellence in Service Award (National Society of Leadership and Success).
- Awarded the 2015 Unstoppable Award (Evolutionary Business Council) and the 2013 Life Enrichment Award (Rock Life).
- Nominee for the 2015 Faculty/Staff Ally of the Year (UCI C.O.R.E), and the 2012 Outstanding Women in Business Award (Orange County Business Journal) and Rising Star Award (National Association of Female Executives).

6/06 – 12/06 **SABBATICAL**

- Relunched acting career, engaged in spiritual exploration and traveled internationally.

10/04 - 6/06 **CONAGRA FOODS**

Irvine, CA

Vice President, Marketing, Grocery Foods

- Strategic and tactical lead for a category that included five national and seven regional brands projected to deliver 76MM cases, \$900MM in Net Sales, and \$300MM in Profit Contribution.
- Coached and trained five direct reports and total team of 13.
- Delivered packaging upgrades to three product lines that tested statistically significantly better than prior versions.
- Launched product line projected to deliver >\$7MM in year one Net Sales and increase margin/case by +33%.
- Delivered Television advertising for two brands scoring in top quintile for overall effectiveness, and indexing 110 and 116, respectively, versus internal success criteria.
- Successfully renovated positioning on three brands.
- Founding and repeat instructor in ConAgra University.

8/02 – 9/04 **THE ZYMAN GROUP**

Atlanta, GA

Managing Consultant

- Provided strategic growth plans to Fortune 500 companies to maximize their sales and profit. Led business, market and competitive analysis and strategic problem-solving for growing, stagnant and declining businesses.
- Overhauled client business planning and positioning development processes.
- Acted as primary and trusted advisor to clients' senior executive leadership, as well as external strategic partners.
- Contributed to strategically critical elements of Zyman Group new business and new product development.
- Coached and trained junior Zyman Group staff.
- Instrumental contributor to growing Zyman client business by +470%, making it the largest single revenue client.
- Recommended strategic platform shift for \$450MM business that delivered its first multi-period base business growth in 5 years, and the work was showcased as a best-in-class turn-around within the client company.

1994 – 2002 **THE PROCTER & GAMBLE COMPANY**

Cincinnati, OH

Health Care GBU, Pharmaceuticals Division

8/99 – 1/02 **Brand Manager, Actonel Consumer Brand**

- Developed team and strategies to launch new-to-market osteoporosis medication to consumers. Led cross-functional team of >30 internal and external counterparts. Managed \$45MM annual budget. Launch net sales exceeded Forecast by +19%. Overall results earned the 2000 Health Care Strategic Leadership award.

- Led development, qualification, and launch of the pharmaceutical division's first-ever Direct-to-Consumer (DTC) television and print advertising campaign. Led development of multiple television and print advertisements that tested in the "above normal" and "well above normal" categories in quantitative persuasion analysis.
- Led development and in-market test of Direct Response television and print advertisements and national consumer PR strategy featuring celebrity Florence Henderson.
- Co-produced 1st-ever women's health live webcast with Lifetime Television and the National Speaking of Women's Health Foundation.
- Initiated discussions, and created and gained alignment to vision, program elements, and budget for strategic alliance with the Mrs. America Pageant to do 12-months of grassroots marketing.
- Finalist, 2000 Execuational Excellence Award; Winner, Outstanding Achievement Award – Coaching Team.

4/98 – 7/99 **Brand Manager**

5/97 – 3/98 **Assistant Brand Manager, Macrobid/Macrodantin Franchise**

- Successfully led turn around of Macrobid business despite significant internal and external pressures jeopardizing share growth. Consumption in July 1999 was +9% greater than previous year, up from consumption that was at a -2% versus 1998. Net sales exceeded base Forecast by +9% and AT Profit exceeded base Forecast by +24%. Results earned the 2000 Health Care Outstanding Achievement Award.
- Developed advertising strategy that tested superior to previous strategies across all target groups. Led creation of new advertising that delivered a 60% persuasion score indexing 160 versus category norm and earning the 1999 Health Care Exemplary Equity Leadership Award.
- Led creation of Field Sales training which earned the 1999 Health Care Execuational Excellence award as well as the industry Rx Club Best in Class Training Award, selected from over 2M worldwide entries.
- Developed tool to leverage physician attitudinal data as a meaningful variable in defining statistically valid target segments. Net result was a projected \$1.3MM profit improvement.
- Led sub-team of the Health Care Coaching Team. Leadership contribution delivered results which ranked #1 in the US and earned 1999 Health Care Outstanding Achievement Award.
- Individual Finalist, 1999 Health Care Outstanding Coaching Award.

9/95 – 6/97 **Assistant Brand Manager**

Summer 1994 **Brand Management Intern, Ziac/Zebeta Franchise**

- Led creative development and production of journal advertising and sales materials. Ziac advertising was recognized with both the 1997 Health Care World Class Copy and World Class Copy Operation awards.
- Developed a targeted population strategy and won Management approval to officially add it to Brand strategy. Promotion to targeted populations was projected to deliver +12MM in incremental net sales.
- Used a creative approach to quantitative analysis to understand below forecast results of a third-party promotional program. Eliminating Phase II of the program saved \$600M. Identified baseline execuational mandatories before program is executed again.
- Refined brand share and volume forecasting models to decrease variability from actual performance and enhance ability to predict results and understand relationships between business indicators. The models delivered a <2% variance.
- Developed model approach for delivering new materials to Sales which was replicated by every P&GP brand.

1989 – 1993 **WORLD WILDLIFE FUND**

Washington, DC

Manager, Direct Response Marketing and Special Projects

- Planned, developed implemented, and managed cost-effective and efficient cause-related marketing campaigns and special projects totaling more than \$3MM in annual gross revenues.

1982 – 1989 **PUBLIC INTEREST COMMUNICATIONS, INC.**

Falls Church, VA

- Led strategic development and execution of cause-related marketing campaigns for 20+ non-profit organizations.

EDUCATION

Certified Professionally Qualified to Teach in Collegiate Schools of Business, Association to Advance Collegiate Schools of Business.

Certified Laughter Yoga Leader, Laughter Yoga International.

Certified Sacred Contracts Facilitator, Caroline Myss Educational Institute

Spiritual Direction Training, Spirituality Center, College of Mount St. Mary's, Los Angeles CA.

1995 **SYRACUSE UNIVERSITY WHITMAN SCHOOL OF MANAGEMENT Syracuse, NY**

- Master of Business Administration with dual concentration: Marketing and Transportation & Distribution Management. Graduated with Honors and seven faculty awards for excellence.

1984 **GEORGE MASON UNIVERSITY**

Fairfax, VA

- Bachelor of Arts, Speech Communication

INTERESTS / COMMUNITY SERVICE

- Member on Leave of Absence, Hospitality Ministry, Unity Church of Tustin, Tustin, CA.
- Member on Leave of Absence, award-winning professional improv troupe ImprovCity: performing live, improvisational comedy.
- Reader in BookPals, on Leave of Absence, reading aloud in elementary schools.
- Certified Laughter Yoga instructor.