



**Marissa Waldman**  
**Senior Vice President Sales & Marketing**

Marissa is a high energy professional with experience in management, sales and operations with a proven track record as a business builder and strategic leader who develops strong client relationships, improves business processes, and motivates interactive and high performing teams.

Currently, Marissa is the Senior Vice President of Business Development including all strategic Sales & Marketing at Brainard Strategy. Prior to joining Brainard Strategy, Marissa worked as a Learning Partner at Option One Mortgage Corporation. In this role she was the strategic liaison between sales executives and the Learning and Development

Department responsible for conducting needs analysis and creating learning strategy to measurably support corporate goals. Further responsibilities include management of all customer-facing education through the Option One University.

Marissa's other professional experience includes over 13 years at Right Management Consulting as a Vice President of Regional Sales, Client Services and Career Management Consultant where she managed 12 sales representatives in 6 offices throughout \$12 million region. She designed their sales strategy and marketing approach to develop long term client relationships and grow business. Throughout her career she has utilized appropriate marketing and consultative sales methods to identify client needs and provide effective solutions. Marissa managed corporate client relationships across industries including Technology, Healthcare, Consumer Products, Food Service, Pharmaceutical and Insurance.

Her academic credentials include coursework toward a Master of Arts Degree in Communication and a Bachelor of Arts degree in Communication from California State University, Long Beach.