

Profile

Lauren H. O'Donnell



Lauren O 'Donnell
Director, IBM
Southern California

Certified Management
Consultant

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Experience

Ms. O'Donnell is an insightful executive, with a strong drive to achieve. She has a proven track record of success that is a result of setting strategic direction, taking entrepreneurial risks and leading with and through her teams.

As Territory Director for IBM, Ms. O'Donnell currently manages a \$500M P&L across Southern California. She assumed an under performing business unit and turned it around in 18 months to become #1. Her success is due to her quick assessment of the personnel, shifts in the brand mix and improved routes to market, which resulted in 113% of plan and 20% YTY growth. For these outstanding results, Ms. O'Donnell was recognized with a very prestigious Leadership Award.

Prior to assuming her current role, Ms. O'Donnell was the Client Executive on Nestle, one of IBM's top 50 Global Accounts. She guided Nestle in creating an Americas centralized data processing complex and implemented the largest worldwide rollout of SAP. Ms. O'Donnell generated revenues of over \$110M in 3 years, significantly improving it from previous annual revenues of \$18M.

Prior to Nestle, Ms. O'Donnell spent 9 years in management consulting for IBM clients. Her first client was Disney, where she helped them prepare for a new video release that doubled order processing capacity. Another client was Taco Bell, where she conducted a Nationwide In Store Process Assessment, which resulted in significant improvements in store operations. As a result, she was promoted to IBM Partner and built the Southern California practice from startup to \$10M in annual revenues. She advanced to Managing Partner for the 11 Western States, where she was able to grow the consulting revenues from \$20M to \$72M annually. Subsequently, she became Managing Partner for the Distribution Industry and moved forward to run Consumer Products for the 21 Western States.

Ms. O'Donnell graduated with honors from the University of California, Santa Barbara with a B.A. in Business Economics. She is certified in Information Strategy and Business Process Improvement, a rigorous TQM program within IBM, both as an individual and a Practice Leader. Ms. O'Donnell has received ten 100% Club Awards and two Golden Circles, IBM's highest recognition.

Board Experience

Haldeman Incorporated, a distribution company, Board of Directors
Bel Air Bay Club Board Committees: By-Laws, House and Admissions
Boardroom Bound, Pre-qualified Candidate for Corporate Board Service
Women Unlimited, Mentor to high-potential mid-level managers

Ms. O'Donnell is married with two children and resides in Pacific Palisades.