

Rosalind Marinou

Strategic & Market Performance Principal Consultant

Rosalind Marinou is a strategic management and market development consultant whose vision has driven her dynamic approach to business for 20 years in emerging technologies [wireless, Internet, energy], consumer products, and retail industries. She is also passionate about sustainability and a specialist in EU markets.

Marinou is a principal consultant in Realized Performance's Strategic and Market Performance practices. With a forte in market perception and business acumen, Marinou strategically guides clients through the plethora of complexities in today's business world. Her work directly impact revenues and profits.

For AT&T Wireless, Marinou took the marketing lead in the development of an eCustomer Relationship initiative predicted to deliver hundreds of millions of dollars by monetizing the long tail business opportunity.

For the Northwest's largest energy utility, Marinou assessed the opportunity for new value-added services, defined them, and built business models to deliver \$50MM in gross margin. She also developed a website on which to deliver the services, plus another program that led to executives gaining audience with President Bush.

Marinou received an MBA from the University of San Francisco and a BA from the University of San Diego. She has worked as a consultant for over 15 years and innovated her market realization™ approach - optimizing market opportunities one customer at a time.

Marinou is located in Seattle, WA and, with her husband, maintains residences in San Diego and Munich. She is often engaged in humanitarian efforts, having served on non-profit boards, walked 60 miles for a cure to cancer, and more. She'd be happy to tell you about them.



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