

## Professional Overview .....

Client-facing project, proposal, and engagement manager, business analyst, and writer/editor/designer/director with expertise in business development as well as functional and process definition and documentation. Critical thinker whose strengths include strategic planning, solution design and refinement, business process reengineering, and branding and promotion. More than 400 technical, educational, marketing, and contract-compliance document credits for print and web. Corporate (B2B and B2G) and non-profit experience

## Work History .....

 **Senior Proposal Manager, North America, Ensono, LP, Downers Grove, IL | July 2020 to Present**

- Lead research, assessments, and development of business cases for procedures and tools to streamline and improve proposal processes
- Conduct post-mortem proposal reviews to identify any process gaps and implement continuous improvement
- Manage and mentor North American proposal management staff
- Serve as project manager, writer/editor, and process manager for North American private and public sector RFX opportunities

 **Proposal Manager, North America, Ensono, LP, Downers Grove, IL | June 2018 to July 2020**

- Managed multi-million dollar private and public sector proposals for managed IT infrastructure services
  - Notable wins resulted in contracts with the State of Arkansas, Washington State, and a major U.S. defense contractor
- Defined, documented, and rolled out standardized proposal processes; led global training of sales personnel and solutions architects

 **Owner / Operator, Karen Gomolka Editorial Services, Chicago, IL | September 1997 to Present**

- Authored/edited and designed four Centers for Disease Control and Prevention-funded educational guides and dozens of courses accredited for continuing education of health-care professionals
- Led the design and launch of two professional newsletters crafted to meet market needs while promoting their owners' brands
- Coordinated and represented local special-interest nonprofits on broadcast news shows (WGN, NBC-5), in radio interviews (WTMX), and in print interviews (*New York Times*)

 **Senior Proposal Writer, Walgreens, Deerfield, IL | January 2017 to June 2018**

- Maintained a 100-percent win rate on trade bids for Walgreens Specialty Pharmacy
- Drafted and maintained the first official departmental style guide

 **Technical Writer (contract), IS-IT Security Compliance for Blue Cross Blue Shield, Innovative Systems Group, Chicago, IL | November 2016 to January 2017**

- Discovered and documented processes for performing Windows administrative clean-up in an Active Directory environment

 **Senior Proposal Analyst (contract), Paladin, Chicago, IL | October 2016 to November 2016**

- As a full-time consultant to Salesforce, supported preparation of responses to public sector requests for proposals, information, and qualifications by drafting responses, crafting delivery schedules, and tracking Subject Matter Expert contributions

 **IT Project Manager, Ingenious Development, Inc., Tampa, FL | September 2015 to August 2016**

- As full-time onsite consultant within AT&T's Information Security Division, organized and managed both customer and internal projects
- Led implementation of dynamic routing solutions, network architecture changes, and network throughput upgrades for a Fortune 100 company
- Managed institution of new internal security logging platform for PCI compliance
- Coordinated migration of customer sensors running Cisco's end-of-life Sourcefire 4.10 platform to FirePOWER 5.4

 **IT Client Engagement Manager / Project Specialist / Senior Technical Writer, UL (Underwriters Laboratories) LLC, Northbrook, IL | November 2013 to June 2015**

- Designed product and functional specifications for a new Lifecycle Management Module for a Fortune 100 drug store, resulting in a \$2.7M contract and development of a flexible, extensible whitebox application for UL
- Developed business cases/value propositions for \$500,000 in project funding from divisional leadership
- Designed an online specifications library for a global fast-food retailer's toy safety-testing program, capturing stakeholder feedback and gaining key product insights through user interviews and benchmarking
- Worked across multiple internal teams to communicate and manage program deliverables, key milestones, and project status
- Served as liaison between engineering and business teams, facilitating prioritization of product backlog and current roadmap
- Presented solutions to customers via technical proposals, oral presentations, and product demonstrations

- Developed training materials and toolkits for Sales/Business Development teams across multiple business units
- Delivered weekly project status and metric updates to senior leadership, identifying and reporting risks and mitigation strategies

### **LEVEL1** Technical Marketing Communications (contract), Level-1 Global Solutions, Chicago, IL | September 2012 to June 2013

- Created a comprehensive (120-page) template-driven qualifications booklet to source business development collateral and proposals

### **Applus**® Technical Publications / Proposal Manager, Applus Technologies, Chicago, IL | April 2011 to May 2012

- Earned the highest technical proposal score on a 243-page bid for the Wisconsin Motor Vehicle Inspection Program
- Created the pre-qualification document for the Republic of Ireland Road Safety Authority's tender for a new data management system
- Created and managed delivery of documents for the Ontario Ministry of the Environment's Modernized Drive Clean Services
- Oversaw production of contract-required specifications, manuals, plans, and policies for the Connecticut Vehicle Inspection Program
- Established a new proposal-preparation process to encourage joint solution development between the operations and technical teams
- Developed press releases, marketing materials, and articles for international meetings and publications

### **Applus**® Technical Proposal Writer (contract), Applus Technologies, Chicago, IL | May 2009 to March 2011

- Researched and prepared all IT and engineering components (copy and graphics) for proposals converting to \$120M in contracts
- Created comprehensive illustrated and narrative instructional guides that meld software usability instructions with hands-on operational procedures for the Applus Republic of Ireland vehicle inspection program

### **Applus**® Proposal Manager, Applus Technologies, Chicago, IL | October 2006 to July 2008

- Earned the highest overall technical proposal score on a 676-page proposal for the New Jersey Enhanced Motor Vehicle Inspection/Maintenance System
- Created technical sections that scored the highest among all bidders for the Massachusetts Enhanced Emission & Safety Test Program
- Wrote, edited, and managed the 60-page Bid Clarification and Best and Final Offer that won the company a \$77M contract for the Illinois Vehicle Emissions Testing Program
- Prepared the winning proposal for a handheld Road Test Results Processing system for New York State Department of Motor Vehicles
- Concurrently served as Technical Publications Manager for the Illinois Vehicle Emissions Testing Program Implementation (special project, January through May 2008)
  - Created the company's first set of System Requirements Specifications, addressing a newly developed host computer system, data management and communication protocols, quality assurance software, computer-based training systems, custom web-based reporting modules, and interagency data exchanges
  - Drafted more than a dozen contract-required documents (totaling 400+ pages) in less than four months

### **ADA** Copy Editor / Layout Artist (contract), American Dental Assistants Association, Chicago, IL | March 2005 to January 2006

- Edited content prepared by Subject Matter Experts and performed page layout, design, and prepress functions on nearly a dozen continuing-education (CE) accredited courses for dental assistants
- Authored (co-byline) *Guidelines for Infection Control in Dental Health-Care Settings*, a CE-accredited course for dental assistants
- Designed and developed the group's 2006 continuing education course catalog

### **OSAP** Editorial Manager / Publications Director (contract), OSAP Annapolis, MD | August 1997 to November 2004

- Researched, wrote, and designed educational newsletters, workbooks, and guides for an infection control and safety nonprofit
- Served as Managing Editor as well as ghostwriter and designer of *Infection Control In Practice*, Co-Editor and layout artist for *The OSAP Report*, Editor of the *OSAP Monthly Focus*, and Web Editor of OSAP.org
- Wrote, edited, designed, art directed, and supervised pre-press production of *From Policy to Practice: OSAP's Guide to the Guidelines*, a 170-page workbook funded by the Centers for Disease Control and Prevention
- Wrote and fully developed the internal pages of *If Saliva Were Red: How to Tell the Story*, an eight-page trainer's guide

### **Dental Products Report** Contributing Author / Editor (contract), MEDEC Dental Communications, Northfield, IL | August 1999 to June 2002

- Researched and wrote the monthly "Infection Control Report" for the company's flagship publication, *Dental Products Report*

### **ADA** Scientific Writer / Editor, American Dental Association, Chicago, IL | August 1997 to September 1999

- Drafted council and association policy and position statements, edited scientific reports for publication in the association journal, and maintained liaison with members of academia, the dental research community, and allied government health-care agencies
- Co-authored "Dental Unit Waterlines: Approaching the Year 2000" (J Amer Dent Assoc 1999 Nov;130(11):1653)
- Authored the 1998 ADA Statement on Intraoral/Perioral Piercing

# Karen Ortolano

3753 W Palmer St, Chicago, IL 60647  
773.209.4294 mobile • [karen@eyegarden.com](mailto:karen@eyegarden.com)

## Skills, Education, and Certifications .....

University of Illinois at Urbana-Champaign Liberal Arts | 1984 to 1987

Organization for Safety and Asepsis Procedures OSAP Annual Dental Infection Control and Safety Symposia | 1992 to 2003

Illinois Department of Agriculture Approved Humane Investigator | 2009 to 2011

### Expert

Adobe Acrobat  
Microsoft Word  
Microsoft PowerPoint  
Microsoft Publisher  
Quark Xpress

### Solid

Adobe Photoshop  
Microsoft Excel  
Microsoft Project  
Microsoft SharePoint  
Microsoft Visio

### Basic

Adobe Illustrator  
Adobe InDesign

## Community Involvement .....

Illinois Animal Welfare Networkers Assn  
Associate Director, Canine Evaluation,  
Transfer Facilitation, and Networking  
2013 to Present

Friends of Chicago Animal Care and  
Control  
Organizer & Chair, "Senior Prom" charity event  
2011 and 2012

Young At Heart Pet Rescue  
Media Relations Director  
2008 to 2011

## Testimonials and Recommendations .....

LinkedIn | [www.linkedin.com/in/karenortolano](http://www.linkedin.com/in/karenortolano)

Karen Gomolka Editorial Services | [www.eyegarden.com/testimonials.php](http://www.eyegarden.com/testimonials.php)

## Selected Writing Samples .....

<b>Response: California RFI LCON07-0019</b> Applus Drivewatch™. Applus Technologies	<a href="http://www.eyegarden.com/CA2007RFI.pdf">www.eyegarden.com/CA2007RFI.pdf</a>
<b>Proposal (Executive Summary): New Jersey RFP 08-X-39078</b> Enhanced Motor Vehicle Inspection/Maintenance System Applus Technologies	<a href="http://eyegarden.com/NJ2007_ExecSum.pdf">http://eyegarden.com/NJ2007_ExecSum.pdf</a>
<b>Proposal: City of Memphis, Projects CM-STP-9409(94) &amp; CM-STP-9409(82)</b> Vehicle Inspection and Maintenance Equipment Applus Technologies	<a href="http://eyegarden.com/Memphis2008.pdf">http://eyegarden.com/Memphis2008.pdf</a>
* <b>NOTE:</b> Posted proposal samples contain no proprietary information and are in fact available by request to the receiving agencies via the Freedom of Information Act.	