

# Lourdes M. Doonan, MBA



**Fortune 100 and 501(c) Executive Leader** with a passion for growing the destiny of a company. Known to turn around organizations by applying first-hand knowledge from a diversity of experience, process improvements, and the ability to leverage HR, sales, and marketing with a keen eye on the bot-tom line. Domestic and international business development. She is bilingual with a Spanish language Cuban heritage.

Cell: (817) 807-2885  
[LDoonan17@gmail.com](mailto:LDoonan17@gmail.com)  
[www.LourdesDoonan.com](http://www.LourdesDoonan.com)

## **Core Competencies**

Growth and Turnaround Management  
Advertising/Marketing  
Domestic and International Business Management/Development  
Bilingual—English / Spanish  
Fiscal Management  
Strategic Planning and Execution  
Product Launch  
Supply Chain Management

## **Leadership**

Chief Executive Officer, National 501(c), \$10 million, and 370 leaders  
Director, Latin American Sales, American Airlines  
Comptroller—Airport Operations  
Advertising Mgr, Domestic & Latin Am.  
Entrepreneur—S corporation

## **Functions**

Innovation & Transformation  
Board of Directors Responsibility  
Methods and Standards / Analysis  
General Management  
Human Resource Generalize / Strategy  
Sales and Marketing  
Operations and Finance  
Revenue Management

## **Education**

MBA—Texas Christian University  
BS—Marketing, California State University, Northridge  
Board of Director Certification—NACD

## **Membership**

SHRM—Society for HR Management  
NAPW—Nat'l Asso. Professional Women  
NSHMBA—Prospanica  
CEO Netweaver

Lourdes M. Doonan is an accomplished executive leader with a passion for growing businesses, increasing profitability, efficiency and market share. She has been named as one of the **Top Ten Influential People** by *Hispanic Business Magazine*. Eloquently able to present in English or Spanish. She captures her audience, regardless of their age or status, in her public speaking engagements.

Ms. Doonan has more than 15 years of extensive career experience, including domestic and international business development. Her experience extends into areas such as sales, marketing, advertising, leadership development, innovation, finance, human resources, operations, revenue management, and community relations for Fortune 100 companies. Accustomed to working in matrix-based environments and has held P&L responsibility of over \$500M in annual revenue.

Ms. Doonan served as head of a national non-profit organization serving 8,500 members in 32 chapters throughout the U.S. and Puerto Rico. She was recruited to turn around the organization. In her first year, she increased the company's net cash position by 44% (from \$4.6 to \$6.7 million), eventually reaching \$10 million in two years. This accomplishment was made possible by her ability to inspire and influence change, combined with her ability to cultivate relationships built on trust.

Ms. Doonan earned the confidence of its members, volunteers, staff, and leaders. She led the restructuring of the by-laws, board, and national office. She articulated a strategic roadmap and led its execution—the roadmap continued in place even after her tenure. She aimed to mitigate risk and ensure sustainability. She also implemented risk management gaps assessment, developed succession plans, and created a matrix-based measurement infrastructure. She is able to review large quantities of data and make decisions quickly. She likes to understand how her products or services are viewed by consumer and ensure annual assessment surveys—ensuring sustainable value, protecting reputation, and keeping a grasp on the market. She launched a University Partnership Program with a roster of 37 AACSB accredited universities and an annual financial impact of \$1.5+ M in fellowships and scholarships by the end of her first full year.

She advocates on collaboration across divisions, regions, and countries. In her public speaking she is known for delivering impactful messages on topics of business, branding, innovation and transformation to key stakeholders. Credited for numerous successful global campaigns -- design & execution, while managing the advertising and public relation agencies. Ms. Doonan has led large teams domestically and internationally. Her style of management is one of an open door policy, respect for one another, empowering and accountability. She has a strong aptitude to take a product or service and develop a multitude of ways to market with compelling results to various audiences.

Her work ethics and ability to learn quickly, earned her many positions outside of her collegiate study of Marketing. distinct stages of her career; she planned, managed, and controlled an annual advertising budget of more than \$250 million. She led her staff in monitoring spending and accounts payable in 40+ countries. She was extremely effective in the "art" of foreign currency exchange hedging, yielding a significant savings of 20–30% in some years.

She is a well-rounded leader which attributes to her successes, with a wealth of knowledge and experience that has proven to be transferable into many other industries, especially when she consults and delivers immediate value to her customers. She has experience in a variety of HR roles with proven impact in implementing core HR processes across multiple function.

Ms. Doonan is certified by the National Association of Corporate Directors, and she has contributed on many boards.

Ms. Doonan is a creative visionary in seeing the possibilities of something as she did with the American Airlines fuselage in Mexico City at Santa Fe Mall in the park of Ciudad de Los Niños.

Ms. Doonan is also dynamic and inspirational speaker and a champion for higher education, empowerment, professional development, entrepreneurial thinking, business transformation, technology, innovation and diversity in the workplace.

She currently resides in Trophy Club, Texas, with her family.