

# CINDY MOREY

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## **DISASTER PREPAREDNESS -- BUSINESS CONTINUITY – PROJECT MANAGEMENT**

**Results-driven senior manager with demonstrated ability to create Business Continuity/Risk Management Plans, lead/train cross-functional teams for disaster preparedness and recovery efforts and successfully create and manage programs/projects from conception to implementation.**

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**Genitope Corp.** (2006 - 2007)

Fremont, CA

### **Associate Director of Project Management**

Worked closely with Vice President of Manufacturing and Director of Project Management to evaluate business/project impacts and define project related risks to avoid/minimize business interruptions. Also lead high-level cross-functional teams and managed critical projects to transfer drug development from rester to commercial manufacturing operations.

- ❑ Evaluated Risk Management/Business Continuity Plans (BCP).
- ❑ Managed high-level cross-functional teams to complete critical projects to start commercial operations.
- ❑ Managed construction and design teams to build new facilities and renovate existing facilities.
- ❑ Designed plan to move Genitope's employees and assets into new/renovated facilities.
- ❑ Identified resource constraints, conflicts and Business Continuity issues to minimize potential impacts.
- ❑ Communicated and interacted with all departments and all levels of staff to implement tactical plans.

**Titan Pharmaceuticals, Inc.** (2002 – 2005)

South San Francisco, CA

### **Director, Product Development and Business Continuity**

New position created by the Chief Executive Officer and the Chief Operations Officer to develop Business Continuity and Risk Management Plans for the company. Additionally, direct, monitor and be held accountable for the product development process and timely completion of all product milestones.

- ❑ Conducted Business Impacts Analysis (BIA) and defined mitigation strategies and associated costs.
- ❑ Created company-wide Business Continuity/Risk Assessment Plan to avoid business interruptions.
- ❑ Worked with Environmental Health and Safety and IT to develop Disaster Response/Recovery Plans.
- ❑ Designed and implemented tactical plans for a hot site (back up location) for IT operations.
- ❑ Managed external strategic partnerships to develop pharmaceutical products and devices.
- ❑ Identified resource constraints and Business Continuity issues that could impact timelines or budgets.
- ❑ Developed and presented project and budget tracking reports for board meetings and executive staff .

**MedImmune Vaccines, Inc.** (Formerly Aviron, Inc. 2000 – 2002)

Mountain View, CA

### **Associate Director of Project Management**

Hired by the Director of Commercial Development to manage Research and Development projects and create detailed product plans to obtain FDA licensure for products and prepare for commercialization. Also conducted Business Impact Analysis and Risk Assessments to avoid potential business interruptions.

- ❑ Conducted business impact analysis and defined mitigation strategies and costs to avoid impacts.
- ❑ Implemented a pandemic flu preparedness plan and managed research and development team.
- ❑ Developed high-level cross-functional teams to define project/product objectives and meet timelines.
- ❑ Worked closely with facilities and manufacturing to prevent production delays.
- ❑ Created detailed project/product plans, including Regulatory and commercialization strategies.
- ❑ Managed a clinical trial in response to an FDA inquiry for licensure.
- ❑ Designed and presented project tracking and budget reports for executive staff.

**Independent Consultant** (1996 – 2000)

Bay Area, CA

**Business Continuity/Risk Management**

Brought in by senior management of clients such as Autodesk, Delta Dental, Blue Cross of California, and the City and County of San Francisco to provide high level consulting services in Business Continuity Planning, Risk Management, Business Impact Analysis and disaster preparedness and recovery.

- ❑ Conducted Business Impact Analysis (BIA) to identify corporate and county/city hazards and risks.
- ❑ Evaluated/created BCPs for corporations, and critical city/county related offices and departments including, Fire, Health, Transportation, Police, Muni, SF Airport and the Office of Emergency Services.
- ❑ Defined mitigation strategies and their associated costs to avoid risks.
- ❑ Developed hot sites for critical IT systems, and other key operations.
- ❑ Created corporate and public emergency response teams and conducted training exercises.
- ❑ Implemented corporate Emergency Operations Centers for disaster response and recovery efforts.

**Federal Emergency Management Agency** (1996 – 2000)

San Francisco, CA

**Mitigation Branch Chief and Disaster Assistant Employee (DAE)**

Brought in by Director of FEMA as required in response to a disaster and also to develop public and private mitigation programs for disaster preparedness and recovery efforts.

- ❑ Established/managed the Mitigation Department (10-50 staff members) at a Disaster Recovery Center.
- ❑ Created mitigation materials for the public and for corporations to prepare and recover from a disaster.
- ❑ Worked with public and private sectors to conduct Business Impact Analysis and create Business Continuity Plans.
- ❑ Created a product for County Office of Emergency Services and the public to develop “Disaster-Resistant” communities.
- ❑ Trained new DAEs for mitigation, business impact analysis and disaster related preparedness programs.

**AutoDesk, Inc.** (1992 – 1996)

San Rafael, CA

**Senior Product Manager**

Recruited by the VP of Education to market and manage 180 Authorized Training Centers (ATC) throughout North and South America and develop education products.

- ❑ Evaluated ATC Business Continuity Plans to minimize business interruptions.
- ❑ Managed \$10 million budget and developed education products for 180 training centers.
- ❑ Reengineered ATC network to deliver profitable revenues to Autodesk for the first time in 10 years.
- ❑ Generated additional profits for ATC network by building the brand and expanding product lines.

**Business Equity Appraisal Reports, Inc.** (1989 – 1992)

San Carlos, CA

**Director of Marketing / Product Manager**

Employed by the Founder and CEO to develop new products and target markets, create strategic marketing programs, and manage projects for this company that developed software products for business valuation.

- ❑ Created and executed marketing plan that increased sales 10% within the first 8 months.
- ❑ Designed new products and customized existing products to penetrate 4 new markets.
- ❑ Managed valuation projects for clients to position their company for sale, merger, or acquisition.

**AREAS OF EXPERTISE and TRAINING**

Business Continuity/Risk Management -- Cross-Functional Leadership -- Good Manufacturing Practices, Product development -- Product Life-Cycle Management -- Emergency Response and Recovery -- Problem Solving -- Training -- Consensus Building -- Collaborative Management -- Team Development -- Risk Assessment -- Contract Negotiations -- Conflict Resolution -- Organizational and Staff Development -- Marketing -- Facilitation -- Create and Manage Strategic Partnerships and Alliances -- Public Speaking.