



ERIN KROMANN

HOMETOWN	Towson, MD
CURRENT RESIDENCE	New York, NY
EDUCATION	Columbia University – BA, Psychology (Concentrations in Neuroscience & Economics)
PROFESSIONAL CAREER	<ul style="list-style-type: none"> ▪ Integrated Management Services – Expert Portfolio Director ▪ Insight Media, Inc. – Director of Marketing ▪ Financial Intergroup – Principal Consultant ▪ HDX, Siemens – Associate
NOTABLES	<ul style="list-style-type: none"> ▪ Columbia Business School Research – Behavioral Finance ▪ President of TouchUp NY Volunteer Program ▪ Member Association of Contingency Planners (ACP) ▪ Illustrator of Children’s Books and an Oil Painter ▪ Certified Interior Designer ▪ Publication: SSRN: A Financial Literacy and Financial Services Program for Elementary School Grades - Results of a Pilot Study, May 2008

BIOGRAPHY

IMS EXPERIENCE	<p>Expert Portfolio Director – at IMS and part of the core management team. Having joined IMS 3 years ago, I have been working almost exclusively on clients in the legal industry on DR, collocation, WAN, Document Management and Business Continuity Planning with expertise in Project management, vendor management, quality control and publishing IT and BCP documents. As a manager I prepare our consultants and management team to begin the project by developing and initiating the metrics we will use, making sure the Client has the expertise it will need at each phase of the project and monitoring the project budget. As a consultant, I apply expertise in Business Continuity Planning, Business Impact Analysis, Graphic publication, Document Management, Retention Policies and Compliance issues in all aspects and phases of a project. My contributions to projects combine both a discrete intention to consistently refine and update my expertise along with an ability to add Subject Matter Expertise and Management skills.</p>
PREVIOUS EXPERIENCE	<p>Prior to IMS Erin spent 5 years as Director of Marketing for an Educational Media company, Insight Media, Inc., developing organizational systems for the distribution of video advertising based on studying market trends, analyzing prime mailing targets and seasons as well as determining profitable mailing patterns of over 4 million pieces per year. At Financial Intergroup she performed research analysis in retirement accounts (401K plans) of US citizens. Combined research and critical analysis to help in preparation of ideas on behavioral motivation of individuals in companies choosing investments that affect the value of their retirement plans as well as later health care needs. Combined working knowledge of behavioral finance models with existing investment processes. Erin spent 3 years in academics/research in Behavioral Finance at Columbia University. At HDX, a subsidiary of Siemens Erin worked on EDI between hospitals (providers) and insurance companies (payers).</p>
EXPERTISE	<ul style="list-style-type: none"> ▪ Business Continuity Planning, BCP Publishing ▪ Resource Management ▪ Strategic Planning ▪ Vendor Management ▪ Project Management ▪ Document Management, Retention Policies & Compliance Issues ▪ WAN, DR, Colocation