

STATEMENT OF QUALIFICATIONS

Karen Lougheed

SCOPE OF SERVICES:

Strategic planning, database research, claims analysis, document discovery, and technical writing for construction-related projects.

SUMMARY OF QUALIFICATIONS:

Over 30 years of experience in research and business administration, with an emphasis on the use of research to support strategic planning and analysis.

PROFESSIONAL EXPERIENCE:

- Strategic planning
- Claims evaluation
- Online and library data searches
- Quantitative/qualitative research design & analysis
- Financial modeling and evaluation
- Codes and industry standards analysis
- Writing/editing
- Peer reviews

CAREER HIGHLIGHTS:

- Established consulting business that has operated since 1987 providing services on more than 1,000 projects.
- Developed a reputation as a "research expert," for print and broadcast media interviews and marketing, research, and tourism conference presentations; including the Marketing Research Association, Association of Independent Information Professionals, American Marketing Association, Direct Marketing Association, and Travel and Tourism Research Association.
- Provided successful strategic recommendations for numerous Fortune 500 companies.
- Created and managed the Marketing Research Department for Sea World theme parks, including developing a computer tracking system for Sea World ticket booths to determine spending targets for a multi-million dollar advertising budget--a program that has emerged as a standard for the theme park industry.
- Initiated the first foreign trade mission in Western Pennsylvania and organized and managed an annual International Trade Symposium featuring government officials representing over 40 countries.
- Provided regular research and briefings to Federal officials (White House and Cabinet) for use in preparing speeches for special appearances.

PROFESSIONAL EMPLOYMENT:

- 1987 - Present Owner, Lougheed Resource Group, Inc.
- 1982 - 1987 Manager, Marketing Information, Sea World of Florida
- 1979 - 1982 Research Analyst, U.S. Department of Commerce, International Trade Administration

EDUCATION/AFFILIATIONS:

- Adjunct Associate Professor, Valencia College, Orlando, Florida 2011 to 2013; Online Professor Certificate - 2013
- Certificate in Proposal Writing, Rollins College, Winter Park, Florida - 2011
- MBA, University of Central Florida - 1992
- BS, Business Administration, University of Central Florida - 1988 (Summa Cum Laude)
- Past Board of Directors, Orlando/Orange County Convention and Visitors Bureau, 4-year term
- Past Board of Directors, International Association of Independent Information Professionals, 2-year term
- Past Board of Directors, University of Central Florida Alumni Association, 4-year term
- Founding Board of Directors, A Gift for Teaching, 2-year term
- Founding Board of Directors, Matthew's Hope homeless outreach, 1-year term
- Co-Founder, Central Florida Research Network
- Census Area Statistical Committee—1980, 1990, and 2000 U.S. Census