



# Carolyne H.

Business owner and strategic program manager with over 30 years experience addressing complex business, organizational and personal challenges. Social media, marketing and strategic projects lead for IBEC Ventures. Marketing and business planning consultant for IBEC clients in the jewelry and accessories market.

## Expertise

Social media and e-marketing. Marketing and business planning. New product launch. Book design and publishing. Creative communication.

## About Carolyne

Carolyne is a creative connector of people and ideas in service to Kingdom causes:

- **The Business as Mission movement** (through her work with **IBEC Ventures**, leading social media, strategic initiatives and helping **BAM** companies develop and implement marketing and business plans);
- **Family legacy building** through custom books that honor the generations that precede us and speak vision and blessing over those that follow us (as founder of her own heirloom book design and publishing company, **Pressed In Press**);
- **Christ-focused support** for individuals and their loved ones dealing with dementia and women dealing with cancer (using her own journey with cancer and her husband's Alzheimer's disease to establish **Faith Walkers** and **Remembering Jesus...when you can't remember what you had for breakfast**);
- **Christian education** that significantly enhances families' and churches' efforts to raise young people who are spiritually, academically and socially prepared to impact their communities for Christ (through her 10 years on the board of directors for **Resurrection Christian School**, serving 1,300 students preschool through high school).

These opportunities opened to Carolyne following her 2007 decision to respond to God's nudging to pursue greater Kingdom purposes in her family and her community by accepting an optional early retirement offer from Hewlett Packard (HP). During her 24 years at HP, Carolyne led strategic marketing and business development project teams throughout Asia, Europe and the United States. Many of the initiatives she spearheaded continue to be recognized as industry leading programs by HP's largest partners and customers.

She has been married for 34 years to Dennis, a retired oil industry attorney. Together they begin an exciting new 'empty nest' season as their twins and a Korean foreign exchange student who lived with them throughout high school leave Fort Collins to attend Wartburg College, Iowa State and South Dakota University.

## Experience

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|-------------------------------|--|----------------|
| IBEC Ventures                 | Director of Social Media and Digital Marketing   | 2014 – present |
| Pressed In Press              | Custom Book Designer and Publisher   | 2007 - present |
| Hewlett Packard               | Strategic Marketing and Business Development<br>Program Management:  | 1983 – 2007    |
|                               | <ul style="list-style-type: none"> <li>• US Value-Added Channels</li> <li>• Global Corporate Accounts</li> <li>• US and European Industry Marketing</li> </ul> |                |
|                               | New Business Computer Sales  |                |
| Exxon and Amoco International | China Analyst and Chinese Translator   | 1979 – 1981    |

## Education

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|---|----------------------------------|
| Stanford University, Graduate School of Business    | Masters, Business Administration |
| The London Business School and The East-West Center | Honors thesis research           |
| University of Chicago                               | BA, Far Eastern Studies          |