

# Carolina Perez-Venero

## EXPERIENCE

**2001-present** **Carolingua** *Madison, WI*  
**Founder and President**

Provide translation and consulting services for market research companies and other business clients. Translate from English into French or Spanish and vice versa. Fields of expertise include Business, Information Technology, Life Sciences, Financial Services, Consumer Products, Telecommunications, Utilities, and Environment.

**1999-2001** **OAG Worldwide** *Oak Brook, IL*  
**Market Research Manager, Business Development**

Oversaw all market research activity (including product usage, market segmentation, customer satisfaction, and new product development research) for new internal customers, bringing together and synthesizing appropriate and timely information from primary and secondary research to support corporate development goals. Subcontracted and managed external research suppliers.

**1996-1999** **MARKET STRATEGIES, Inc.** *Portland, OR*  
**Project Manager and Technology (I&T) Division**

Managed qualitative and quantitative market research projects for ad testing, new product development, segmentation, customer satisfaction, and branding/positioning research. Coordinated international projects, spearheaded the development of Internet-based research tools, launched an online panel for high-tech research, and authored several white papers analyzing industry trends.

**Summer 1994** **CARRIER CORPORATION** *Farmington, CT*  
**Management Intern in Environment, Health and Safety (EH&S)**

Launched the company's first International environmental tracking study by establishing a baseline of industrial discharges at newly acquired North American and European manufacturing facilities. Assisted local French- and Spanish-speaking staff in the interpretation and execution of corporate policies. Performed on-site audits and evaluations of environmental practices. Findings, delivered in a formal presentation to senior executives, resulted in the formation of a new European EH&S unit.

**1990-1993** **URIBE & ASSOCIATES** *Palo Alto, CA*  
**Environmental Project Scientist**

Environmental Scientist assigned to consulting projects for corporate and government clients. Project management and support activities including conducting on-site investigations and sampling, tracking regulatory trends, developing study proposals and analysis plans, writing project reports and developing supporting documentation (including EIRs, permit applications, best management practices).

## EDUCATION

**1993-1995** **THE UNIVERSITY OF MICHIGAN** *Ann Arbor, MI*  
**School of Business Administration**

Master of Business Administration: May, 1995  
Fellowship winner, Consortium for Graduate Study in Management, 1993

**1985-1989** **STANFORD UNIVERSITY** *Palo Alto, CA*  
Bachelor of Science in Biological Sciences: June 1989