

Kelly Knapp Blay

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1510 May Road Mogadore, OH 44260

Profile

Experienced Fortune 500 executive with a track record of effective sales, operations, marketing and budget experience. High energy, positive, results oriented team leader. Strong communicator with the ability to interact effectively with people at all levels. Fact based decision maker and problem solver able to think quickly and prioritize needs spanning from customers to the corporate level.

Experience

PROFESSOR, KENT STATE UNIVERSITY , KENT, OH - 2015-CURRENT

Lecturer, College of Business Administration Teaching junior and senior level students at the main campus classes on Personal Selling and Relationship Building.

VICE PRESIDENT OF OPERATIONS, CENTURYLINK, MANSFIELD, OHIO — 2009-2015

Responsible for field operations for 378,000 access lines and 400 exempt and non-exempt employees across Ohio. Directed local marketing, competitive intelligence, expense and capital budgets and profit and loss responsibility for the state operations. Oversaw planning for retail and small business marketing and sales for retail 5 locations across Ohio. Lead contact for community, public affairs and media relations across an employee base of 1,000 associates. Successfully completed first state system conversion of legacy operating phone company systems. Managed a \$34 million expense budget and under ran by 2% annually.

DIRECTOR OF SMALL BUSINESS SALES AND CARE, EMBARQ — 2004-2009

Directed activities for 275 call center and staff employees across four states for a national base of 367,000 residential and small business customers. Drove a ten-fold increase in sales results of value added services. Led the online sales team to a 25% improvement in unit sales close rates in one year. Exceeded customer and employee satisfaction goals. Managed and underspent a \$17 million expense budget annually.

DIRECTOR OF CUSTOMER CARE, SPRINT — 2000-2004

Led the 400 person national customer service organization responsible for assisting large business customers with service and billing issues across 18 states. Recognized as a key contributor of the JD Power Award. Successfully introduced a sales program in a traditional service environment. Directed the expense budget and ended the year 8% under a budget of \$24 million. Lead the corporate division in customer satisfaction survey results with a 4.54 score on a 5 point scale. Exceeded targets for cost per hour reductions by more than 13%. Drove customer web registration to 107% of goal and data integrity from 57% to 90% accuracy in 6 months.

MANAGER OF CUSTOMER CARE, SPRINT — 1989-2000

Led the realignment and consolidation of 32 nationwide call centers serving 5 million access lines. Directed the project plan associated with the successful alignment and standardization of call center planning and reduced physical locations by 40%. Interfaced with executives to insure consistency of the Sprint market message for the consumer and small business channel. Directed the expense budget and ended the year 8% under. Prior to the manager role, I was part of a management development rotation program and spent 8-12 months per assignment in various divisions of the regional headquarters in Mansfield, OH

Education

- Bowling Green State University, Bowling Green, Ohio — MBA
- The Ohio State University-Fisher College of Business, Columbus, Ohio - BS
- University of Oklahoma, Certification in Economic Development

Community Activities

- Ohio United Way, Board of Directors
- The Ohio State University- Mansfield, Board of Directors
- The Ohio State University Cooperative Extension, Vice President of Advisory Board
- Ohio Business Week, Student Instructor and Chairman for the week
- Ashland University College of Nursing, Advisory Board
- Cleveland Plus, Regional Marketing Alliance, Governing Board
- Youngstown Regional Chamber of Commerce, Board of Directors
- Leadership Portage County and Leadership Unlimited Alumni

Awards

- 2014 Wooster Chamber of Commerce Board of Director Award
- Ohio Reads, Governor's recognition for reading to grade school students
- American Heart Association Distinguished Voluntary Service Award
- YWCA Tribute to Women in Industry (T.W.I.N) recipient
- Pacesetter Award and Buckeye Leadership Award, The Ohio State University