

Sue Dorward, Tech Leadership Coach

Coaching Experience

Sudo Coaching LLC, Bridgewater, NJ, 2005-present

Founder/Coach - The area's only coach specializing in serving technologists. Clients include emerging leaders in the pharmaceutical, telecommunications, financial and technology industries. Sue is credentialed as an Associate Certified Coach by the **International Coaching Federation**. Sudo Coaching LLC is accredited by the Better Business Bureau.

- *Leadership development coach* - A member of the coaching faculty for WJM Associates and **Johnson & Johnson's Senior Leadership Development** program for high-potential managers in Information Technology. Also coaching private clients. Previously on the coaching faculty for **Google Engineering Coaching Center** and **SWE/Smith College Executive Education's From Specialist to Strategist: Business Excellence for Women Engineers** (programs now inactive).
- *Speaker* - [Presenter](#) at corporations (Google), national conferences (SWE, Grace Hopper), training programs (BPW, SWE/Smith), and professional meetings (OD Network, IEEE WIE, AWC).
- *Author* - Published [articles](#) in IEEE's new Women in Engineering magazine, IEEE's quarterly *Engineering Management Society Newsletter*, and on geekleaders.com.
- *Researcher* - Researched chaos theory, complex systems, and adult learning for internationally recognized coach, neuroleadership pioneer, and author David Rock.
- *Advocate for women in technology* - Underwriter for a [2008 study](#) by Stanford University and the Anita Borg Institute. Attend **United Nations'** annual Commission on Status of Women (CSW), focusing on technology and environmental topics.

Technical Management Experience

Newton Gravity Shift, Pennington, NJ, 2003-2004

VP Production - Newton Gravity Shift was an agency specializing in web marketing and learning with a strong client base in the pharmaceutical industry. Hired as a Solutions Architect, was soon promoted to manage the Programming department, then promoted again to manage all production resources, including the Video, Design, Programming, and QA departments.

- *Staff development* - Coached and mentored technical staff and project managers.
- *Technical management* - Managed several projects, working closely with clients, including
 - global marketing information system and documentation for **Bayer Pharmaceuticals**,
 - scientific publication database and search tool for **Johnson & Johnson (Cordis)**,
 - marketing web site for **Barr Laboratories'** birth control pill product launch (seasonale.com).
- *Business development and production management* - Helped to develop proposals and budgets for and oversaw the production of numerous projects, for **Prudential Financial, Roche Pharmaceuticals, Bristol-Myers Squibb, Forest Laboratories, Solvay Pharmaceuticals, Yamanouchi Pharmaceutical** and others.
- *Increased performance* - During her tenure, profit margins improved from 40% to the target 63%, and departments' billable hours increased from 70% to 85% (80% target).
- *High retention* - Despite significant turnover throughout the company, the Programming department had no turnover under her management.

iVillage, Inc., New York, NY, 1998-2002

VP Technology, 2001-2002 - At iVillage, the leading online community for women, was promoted to work with senior management on strategic projects.

- *E-commerce* - With business owner, developed detailed business requirements for digital rights management (DRM), wrote RFP, evaluated proposals, and selected vendor. Consulted with technology, customer service, and marketing staff.
- *Technology evaluation* - Evaluated ad, personalization, content management, LDAP and web traffic analysis products and services. Wrote J2EE RFP and reviewed application server products. Made purchase recommendations. Researched and recommended uses of advanced Flash features and web services.
- *Corporate technical evaluations* - Informed business decisions and sales call strategies by analyzing web sites and technical infrastructures of partner, client, and acquisition candidates.
- *Consulting* - Assisted fledgling consulting division as sales engineer and project manager. Helped close then led fulfillment of **Hearst Publishing** contract to transition four web sites. Led effort to establish consulting partnership. With financial analyst, created detailed P&L projections for partnership.
- *Advertising* - Helped plan new ad offerings, including flexible ad sizing & placement and mid-content multimedia placements.
- *Staff development* - Coached and mentored AVP of Production.

VP Web Development, 1998-2001 - At iVillage, the leading online community for women, managed twenty-five people in four departments: iVillage Development, Hearst Development, Marketing and Sales Support, and Project Management. Responsible for fourteen web sites using Vignette, Unix, Oracle, DoubleClick, tcl, JavaScript, HTML, XML, Flash, Java, and perl.

- *Organizational development* - Consolidated six departments from across the company and made numerous hires. Resulting organization had higher retention, skill level, work quality, and morale and improved inter-departmental relations.
- *Staff development* - Coached, mentored, and trained junior managers, project managers, and technical staff.
- *Project management* - Led creation of PM department for web development projects. PM increased staff efficiency and helped keep projects on schedule.
- *Project coordination* - Worked with COO, CTO, Editorial, Design, QA, DBAs, Operations, Sales and Marketing to prioritize, plan, and track projects.
- *Process engineering* - Created workflow and standards for project lifecycle and web development. This improved timelines and code quality, and reduced maintenance.
- *Performance improvements* - Identified and helped resolve site performance issues. Tracked key technical performance metrics, which improved dramatically.
- *Code consolidation* - Oversaw development of unified code base and database tables to support all sites. This reduced development and maintenance time.
- *Infrastructure rebuild* - Worked with Operations, DBAs, and Vignette to re-architect and upgrade web server infrastructure, improving scalability and performance.
- *Hearst sites rebuild* - Oversaw rebuild of eight **Hearst Publishing** web sites in six months.
- *Women.com acquisition* - Managed integration of web development teams and technical transition to iVillage platforms.
- *Sales* - Helped develop innovative sites and promotions for clients (eg, **Dasani, Unilever**). Contributed in strategy and client meetings. Managed creative team during candidate search. Focused on on-time delivery and maximizing revenue.
- *Budget* - Managed \$2 million budget. Controlled costs and stayed under budget.

Development, Teaching, and Research Experience

CNET, Senior Software Engineer, created news and game web sites, worked on content syndication, data warehousing, and online ad system, 1996-1998

Drew University and Smith College, Full-time Instructor in Computer Science, taught six courses over three semesters, 1994-1995

Bell Laboratories, Member of Technical Staff Level 1, twelve months during 1989-1991, patent awarded for OCR system

Education

Rutgers University, Environmental Steward program (present)

New York University, Certificate in Organizational and Executive Coaching, 2004

Rutgers University, Certificate in Leadership Development, 2004

Princeton University, MSE in Computer Science (NSF, GE, and AT&T fellowships), 1994

Smith College, BA in Computer Science/English Literature (*magna cum laude*, Phi Beta Kappa, Highest Honors), 1990

Select Professional Activities

Training and conferences - Empathy and anger management training for coaches (2009), Behavior, the Environment, and Climate Change (BECC) Conference (2009), Society of Women Engineers (2009), Grace Hopper (2009), NeuroLeadership Summit (2008)

Board Member - VP for local childcare center serving underprivileged children (2004-2010), BPW Bernardsville VP (2005-6), BPWI New York Federation Secretary (2006-7)

Volunteer - mentor for female computing and engineering students through MentorNet (2001-2009), review board member for Anita Borg Institute's Systems Pass-it-on Grants for women in computing (2007-2009), Organizational Development Network volunteer (2005-2006)

Award recipient - 2004 Young Careerist Award for New Jersey, given by BPW/USA

Organization member - IEEE, ACM, SWE, BPW Bernardsville, EPW International