

Gail Straus

900 Chicago Av #313
Evanston, Illinois 60202
gail@gksconsulting.net
847.491.1479
847.571.3445 (mobile)

Career Summary

Marketing consultant and experienced project manager with a track record of achieving exceptional results under challenging marketplace conditions. Particularly strong in conceptualization, development, and implementation of strategic, research-driven marketing plans leading to institutional positioning consistency in the nonprofit sector. Extensive experience leading cross-functional project teams. Seen as a creative problem solver who leads by example and demonstrates a belief in enabling individual responsibility in a team-oriented context.

Career History

Principal, GKS Consulting LLC, 2004 – present

Independent consultant working with companies, organizations, and schools in marketing strategy management, including marketing research, brand development and management, marketing plan development and implementation. Clients include Chicago State University, Springfield College, Interfaith Housing Center of the Northern Suburbs and National Easter Seals. In addition, provide of counsel service to agency partners including Magnani Continuum Marketing (Director of Research), Richard Harrison Bailey/The Agency (Senior Counsel), Main Royal Communications (consulting and strategic services) and Richard Day Research (strategic counsel).

Focus group moderator, 1998 – present

Management and oversight of qualitative research projects, both groups and individual interviews. Collaborative development of moderator's guides. Group and individual moderating. Analysis, report writing and presentation.

Senior Vice President, Lipman Hearne, Inc., 1995 – 2004

Nationally-recognized consultant to nonprofit institutions on brand development, strategic marketing planning, and project implementation. Serve in roles as senior client, account, or project manager, as appropriate. Extensive experience in support of nonprofit institutions, conducting and analyzing marketing research, writing marketing plans, and developing enrollment/membership. Manage creation of consistent and cohesive brand identity programs. Work with creative staff in development of full-range of conventional and interactive media including advertising, customer relations, public relations and special events, and print/electronic communications.

Director for Marketing Services, National-Louis University, 1992 - 1995
Responsible for providing organization-wide marketing strategic planning and analysis and creating multiple media advertising, marketing, public relations, and sales tools for university operating at multiple sites nationally. Direct in-house staff and vendors in the creative process from conception of idea through production. Develop uniform graphic standards and monitor brand presentation.

Dean for Enrollment Management, National-Louis University, 1984 - 1992
Responsible for new student enrollment production. Supervision of staff of up to 40 people engaged in institutional recruitment at 8 different geographic sites. Administration of \$2.5 million expense budget to generate \$50 million in revenue annually.

Director of Admission, National-Louis University, 1979 - 1984
Responsible for implementing entrance standards by serving faculty admission council, conducting counseling interviews, reviewing student files. Developed and implemented customer service policies. Created an environment supporting a marketing orientation in the recruitment of new students.

Public Information Officer, Illinois Governor's Planning Council on Developmental Disabilities, 1978 - 1979
Responsible for staff support to statewide volunteer council appointed by Governor. Developed and implemented public relations and public information activity including public service campaigns and monthly newsletters. Coordinated statewide meetings and special events.

Assistant Director of Admission/Alumni-Admission Coordinator, Knox College, 1975 - 1978
Responsible for initiation and implementation of a nationwide alumni-admission network and enrollment of new students in designated territory.

Admission Counselor, National College of Education, 1972 - 1975

Education Summary

Master of Arts in Counseling Psychology, Northwestern University, 1975; Bachelor of Arts, National College of Education, 1972

Continuing Education includes Market Research Association annual conferences, Snowmass Institute on Not-for-Profit Marketing, Enrollment Management-Loyola University Chicago, certification in focus group moderating and analysis, and numerous American Marketing Association seminars.

Professional Affiliations

Member Association of Consultants to Nonprofits (Current Board member), League of Women Voters, National Association of Graduate Admission Professionals, National Association of College Admission Counseling, Taproot Foundation Volunteer and American Marketing Association. Frequent presenter at national conferences for the National Association of Graduate Admission Professionals and the American Marketing Association.