

TINA M. CHANG
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tchang@syslogicinc.com

PROFESSIONAL EXPERIENCE

9/96 - present

CEO / Owner

SysLogic, Inc., Brookfield, Wisconsin

Responsible for overall operations of this privately-owned and growing business solutions and technology development firm.

- Manage and oversee all functions of the President, Director of Business Development, and Delivery Manager.
- Operations: responsible for strategy modeling, product/service strategy, client management and administration.
- Human Resources: responsible for development and implementation of all programs including career development, training, recruitment and retention, resource management and utilization, policies and procedures. Responsible for evaluation, maintenance and administration of all retirement, benefit and insurance plans.
- Marketing and Sales: responsible for development of marketing plan and overall communications strategy, brand asset management, public relations and client satisfaction.

2/95 - 9/96

Consultant

Andersen Consulting (now known as Accenture), Milwaukee, Wisconsin

- Provided business integration consulting services to large manufacturing clients.
- Performed functions of business analysis, systems analysis, application development, and detailed design.
- Prepared conversion documentation and provided client support.
- Coordinated recruiting efforts and planning committees.
- Project experience and training:
IBM Mainframe, APS, SCOBOL, JCL, SQL, DB2, QMF, ProEdit, CICS,
Visual Basic, C

9/93 - 5/94

Management Consultant

Brodrene Vestergaard A/S, Copenhagen, Denmark

- Served as leader in research team in the development of business plan proposal for the extension of an American product into the European industrial market.
- Prepared industry analysis and marketing plan for introduction of product.
- Created specific advertising proposals and cost reduction schemes.

EDUCATION

UNIVERSITY OF WISCONSIN-MADISON

- Bachelor of Business Administration specializing in Marketing
- Certificate of International Business with emphasis in European markets

UNIVERSITY OF COPENHAGEN, DENMARK

- Specialized in European Union and Eastern European Business Regulation
- Independent Research and Thesis - Environmental Accounting and Reporting

TINA M. CHANG

ACTIVITIES

- 9/96 – present *American Marketing Association, Board Member and Immediate Past President,*
Milwaukee, Wisconsin
- Board Member and Immediate Past President for AMA-Milwaukee (300+ chapter members) (2001- present)
 - President - Elect (1999 – 2001)
 - Vice President - Programs (2000-2001)
 - Excellence in Marketing Committee Chair (1997 – 2002)
 - New Member Development Committee Member (1996 – 1997)
- 10/95 – present *YMCA-Downtown, Board Member, Campaign Co-Chair, Mentor*
Milwaukee, Wisconsin
- Board Member (2001 – present)
 - Strong Kids Campaign Co-Chair (Annual Campaign) (2002 – present)
 - Strong Kids Campaign Advanced Gift Chair (1997 – 2001)
 - One on One Mentor (Middle School Mentor) (1995 – present)
 - Sponsor-a-Student Mentor (H.S. Mentor) (2002 – present)
- 9/00 – present *Milwaukee Forum, Milwaukee, Wisconsin*
- Board Member (2002 – present)
 - Programs Committee Member (2001-present)
- 9/01 – present *Rotary International – Downtown Milwaukee Chapter, Milwaukee, Wisconsin*
Member of Youth Education, World Community Service, and Planning Committees
- 1/02 – present *Alverno College Assessor, Alverno College, Milwaukee, Wisconsin*
- 3/02 – present *Better Business Bureau-WI Technology Committee, Milwaukee, Wisconsin*
- 5/00 – 6/02 *Ability Connections Mentor (Disabled Adult Mentor), Goodwill Industries/DVR,*
Milwaukee, Wisconsin