



SARAH A. DUGGLEBY
Software Implementation
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EDUCATION

Virginia Polytechnic Institute and State University, Pamplin College,
Blacksburg, VA, Master of Business Administration, May 2006

Texas A&M University, Bachelor of Science, Biomedical Engineering,
May 2001

PROFESSIONAL EXPERIENCE

TDI-Brooks International, Inc., College Station, TX, Software
Implementation Consultant, November 2008-Present

- Implementation of Promium's Element Software - a Laboratory Information Management System
- Database development
- VBA programming for customized Excel reporting
- Crystal reports development
- Mass data entry
- Software customization

Ecolyse, Inc., College Station, TX, General Manager, Water Division, March
2008 – Present

- Responsible for business plan development, contract arrangements, grant writing, marketing, web site development, and more for small biotechnology firm

Luna Technologies, Blacksburg, VA, Applications & Marketing Engineer,
May 2006 – December 2007

- Responsible for all customer support, sales support, and marketing efforts for small, high growth fiber-optic test equipment company
- Designing and executing lead generation programs, coordinating print and online advertising, tradeshow coordination, newsletter development, and website maintenance
- Coordinating and managing all pre- and post-sales support activities, RMA management, demo pool coordination, customer database management, and customer training programs



- Assisting with new product launches, development and upkeep of all product literature, including data sheets and user manuals, and product roadmap development

Department of Capital Assets and Financial Management, Virginia Tech, VA,
Graduate Assistant, August 2004- May 2006

- Assist with business practice audits, long range capital plans, and website development

Kickapoo Kamp for Girls, Program Director, Kerrville, TX, Summer 2005

- Coordinate and oversee all programming activities for summer camp

National Instruments, Austin, TX, eCRM Product Marketing Manager, April 2004 – August 2004

- Implement strategy and execution for redesigning the portal to ni.com - MyNI
- Help drive the initiative to globalize and personalize ni.com
- Communicate strategy and train marketing organization on eCRM tools
- Act as Project Manager in coordinating efforts of the business analysts, graphic design team, marketing communications, and IT

Applications Engineer in the Engineering Leadership Program (ELP), August 2002 – April 2004

- Act as the interface between NI and its customers
- Find creative and timely solutions to customer's technical issues
- Work extensively with marketing, sales, product design, and manufacturing
- Teach NI training classes around the United States
- Write technical literature, demos, and programs for the marketing department
- Represent NI at tradeshow
- Coordinate mentor program for all new incoming ELP engineers
- Recruit and interview potential employees
- Complete NI's Marketing Leadership Training Program