

KRISTIN A. BELTAOS

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ADULT EDUCATOR/ADVOCATE/MARKETER/WRITER

Entrepreneur specialized in the areas of adult education, advocacy, marketing communications and writing. Recognized as a strong communicator in speaking and writing, mediation and negotiation who can build consensus and strong alliances with diverse groups holding competing agendas. Branded an exceptional mentor with an energetic and motivating personality that is eager to impart knowledge beyond the typical igniting thoughts in individuals to have a vested interest in the cares of the community, and in turn, see the rewards associated with group contribution. Believer of retaining a sense of humor under pressure while achieving goals.

BENEFIT/VALUE

- Business Acumen – 25+ years of business savvy as an entrepreneur, with start-ups, and international companies.
- Artistic Problem Solver – Intrinsic ability to think outside of the box finding creative solutions.
- Multifaceted Communicator – Clear communicator in conversation, presenting and writing, relaying complex and/or emotional information in a concise, understandable, persuasive, and entertaining way offering a balanced view of data and life experience.
- Passionate Advocate and Adult Educator – Ten years of rallying food allergy support, training individuals, and advocating for the development of policy to ensure all children are safe, happy, and included.
- Entrepreneurial Spirit – Ability to shift effortlessly between 30,000 feet defining vision and planning and rustling in the weeds managing and executing the details.
- Mentor – Approachable demeanor, fosters an environment ensuring individuals are comfortable sharing challenges knowing they will be encouraged to grow and excel.
- Organizational Behavior & Development and Change Management – An instrument of calm who enjoys diffusing the anxiety associated with change and encourage organizations to escape stagnate methodologies.

PROFESSIONAL EXPERIENCE

Beltaos LLC, Kristin Beltaos Marketing

2021–Present

A business and marketing consulting company focused on entrepreneurs and nonprofits.

Consultant/Owner

- Specializes in business/marketing planning, branding, marketing tools, adult curriculum development, copywriting, and life writing – kristinbeltaos.com.
- Offers The Sunflower Project, a pro bono program offering nonprofits volunteer consulting and in the weeds work execution.

Beltaos LLC, DBA A Gift of Miles

2009–2020

A consulting, advocacy and training company focused on life's unexpected challenges: Reproductive Challenges, Child Food Allergies, Stress Management.

MNCPD Licensed Trainer

2012–2020

Minnesota Center for Professional Development, monitored by the Minnesota Department of Human Services

Pioneer and former intellectual property owner of the first food allergy education program, donated to the Anaphylaxis and Food Allergy Association of Minnesota.

- Developed a curriculum-based set of courses available in CEUs and in-service hours for early childhood and school age providers, educators, school nurses, and school administrators: course topics and content, ensured course outcomes met curriculum requirements, i.e.: welcome letter, syllabus/course plan, learning objectives, diversity/inclusion, training content, methods, timeline, assessment of learning objectives as well as delivery of online/in person audio/video modules, presentation slides, pdfs, etc.
- Created in person and online classroom environments:

In-person Courses

- Food Allergy Fundamentals (2 and 3 Hour)
- Demystifying Food Allergy Policy and Plans of Protection (4 Hour)
- Diminish Food Allergy Bullying with Inclusiveness (3 Hour)

Online Courses

- Food Allergy Facts, Fibs and Fundamentals (16 Hours)
- Food Allergy Management – It’s a Partnership (16 Hours)
- Caring for Food Allergic Children in an Early Childhood Care Environment (16 Hours)

- Graded assignments, provided constructive feedback, ensured students maintained focus and stayed engaged.

Consultant, Advocate & Entrepreneur

2009–2020

- Partnered with clients to attain goals and thrive during uncertainty, i.e., aided in the identification of challenges, defined objectives, strategies, tactics, and measurements to ensure desired outcomes were attained.
- Consulted for early childhood educators, districts, schools, pre and post care education programs and medical professionals to ensure the protection of students with life-threatening food allergies.
 - Educated individuals and groups on food allergies and the prevention and treatment of anaphylaxis.
 - Advocated for protective plans: Food Allergy Management, Individual Healthcare and 504.
 - Guided education environments on the creation or review of Food Policy to alleviate the challenges associated with curriculum, seasonal, and extra-curricular activities, etc. to ensure safety and inclusion.
 - Conferred throughout the year to collaborate and mediate conflicts between families and educators.
- Advocated, wrote, and led the implementation of comprehensive food allergy 504 Plans in schools.
- Composed compelling copy, rich in strategies and tactics to lead a fulfilling life while handling life’s challenges.
- Facilitated social media *Ask the Doctor* sessions for the Anaphylaxis and Food Allergy Association of Minnesota.
- Spoke at various state and national educator and medical conferences.
- Established the business and managed the corporate identity of A Gift of Miles: business planning, identity system, capabilities brochure and flyers, website design and copy development, monthly newsletter, new client development, referral network, social media, blogging, etc.

KB Consulting

2002–2009

A consulting company delivering business and marketing plans and communications.

Consultant/Owner

Sample Client List

The Dignity Center of Hennepin Avenue United Methodist Church

The Dignity Center works with the homeless of the community to promote and maintain stability.

- Developed concept, wrote, and designed two brochures targeting the volunteer community and clients.

Van Sickle, Allen & Associates, Inc. (VAA)

Van Sickle, Allen & Associates, Inc., is a privately held civil engineering consulting company.

2005 Result: Investing in my strategic and marketing plans, VAA was able to keep in the "top of the mind" with their clients and prospects in 2005. Slashing their advertising and trade show budgets by 50% and deferring those dollars to more face time resulted in a 30% revenue increase in 2005.

- Facilitated strategic planning sessions with VAA’s executive team, based upon the Harvard Balanced Scorecard, and corporate branding exercises to provide focus and develop measurable corporate objectives.
- Created VAA’s first marketing plan with recommendations, i.e., increased brand awareness, polished marketing tools, modernized advertisements, and developed research capabilities to target prospects.
- Surveyed VAA’s clients and prospects to learn perception of VAA in the marketplace. Utilized this information to improve relations and strengthen client loyalty and sub-consultant programs.

3M, Personal Safety Products Division

The 3M Company is an American multinational conglomerate corporation.

3M's Personal Safety Products Division is the home for 3M™ Scotchlite™ Reflective Material, 3M™ Greptile™ Gripping Material and Thinsulate™ Insulation products. Consulted to develop and complete projects for all three brands to support a sales force of 12 individuals.

- Led the creation of three enhanced visibility videos for 3M™ Scotchlite™ Reflective Material, including: strategy documentation, vendor selection, script writing, producing, editing, finalization and duplication.
- Created the initial sales tools for 3M™ Greptile™ Gripping Material, i.e., brochure and library of photography.
- Defined and orchestrated the development of still photography libraries, over 500 images, for the occupational and consumer markets of 3M™ Scotchlite™ Reflective Material and Thinsulate™.

Micro Dynamics Corporation (MDC)

Micro Dynamics Corporation, now Logic PD, Inc., designs and develops embedded and connected devices.

- Facilitated strategic planning sessions with MDC's executive team, based upon the Harvard Balanced Scorecard, and corporate branding exercises to provide focus to the organization.
- Developed the company's first marketing plan making recommendations including, but not limited to, a new identity system, research capabilities to target prospects, sales tool creation, developing a customer survey/loyalty program, customer welcome kit, and supplier program.
- Surveyed suppliers and customers to learn perception of MDC and utilize this data to improve relations.

HealthNexis LLC

2000–2001

Formerly an online health e-business firm founded in April 2000 by the US's largest healthcare companies: AmerisourceBergen Corporation, Cardinal Health, Inc., and McKesson Corporation. Purchased by Global Healthcare Exchange (GHX).

Marketing Manager

Fair Isaac and Company (FICO)

1998–2000

The company provides analytics software and tools used across multiple industries to manage risk, fight fraud, build more profitable customer relationships, optimize operations and meet strict government regulations.

Associate Marketing Communications Manager

HONORS AND VOLUNTEER WORK

2019 Appointed Speakers Bureau Director, Anaphylaxis and Food Allergy Association of Minnesota

2018 May/June Published in the ChildCare Exchange Magazine, *Making the Case for a Food Policy for Food Allergic Children*

2016 Children's Health Network Anaphylaxis Action Plan Committee Member

2015 Keynote Speaker, Washington FEAST Conference at Seattle Children's Hospital

2012 Top 25 Food Allergy Moms by Circle of Moms

2011 November/December InSeason Mom, Organization that recognizes inspirational, first-time mothers over 35

2010 Appointed Board of Director and Secretary Anaphylaxis and Food Allergy Association of Minnesota

EDUCATION

Master of Arts, Management

The College of St. Scholastica

Focus: Leadership and Change

Bachelor of Arts, Journalism

University of St. Thomas

Minor: Criminal Justice

Concentration: Political Science