

# **The Spice Team**



The Expansion Project team is currently made up of six employees and four outside consultants. This mix of internal and external people provides a balance of viewpoints and expertise that are necessary to a project of this scope. The names, positions, and responsibilities of each of the ten primary people assigned to this project are listed below.

**Ann Salinski, VP Financial services**

Ann’s role is to oversee the financials for this project. She acts as the gatekeeper for all expenditures and has the final say on any cost overruns for the project. Ann is one of the original founders of Outlander Spices and performs this role in addition to her other duties at the company.

**Jack Thomas, VP Sales**

Jack’s role is to ensure that the sites we choose for expansion will maximize sales and profits while minimizing the need to hire additional sales staff. Jack will also work with the Aileen in Marketing to ensure that we have a successful sales rollout.

**Elise Sechan, Manager, Information technologies**

Elise’s role is to provide technical direction and assistance to the Web initiative. Elise will provide the requirement documents to companies bidding on the Web project and coordinate the selection of the provider of Web services. She will also oversee the team assigned to create a viable Web site and manage any consultants we use to implement the Web solution.

**Aileen MacElvoy, Director of marketing**

Aileen’s role is to oversee market research and the creation of any collateral required by the Sales force. She will also oversee all marketing communications with customers and vendors as well as acting as the spokesperson for the expansion project to the press and other interested parties.

**Ron Timmons, Senior buyer**Ron’s role is to ensure that the spices and teas we sell are appropriate for the markets we are entering. He will analyze the market research to determine what spices and teas are in high demand in each of the regions into which we plan to expand. Ron will also monitor the data on Web purchases and buying trends in the new markets and work with our vendors to ensure that the supply of teas and spices supports the increased sales and specialty needs we expect from this initiative.

**Kim Leong, Customer service representative**

Kim’s role is to oversee the support of new and current customers. He will monitor the demands on our current system and work with Elise to specify upgrades to our telephone system. Kim will also play an integral role in determining the requirements of an online ordering system and oversee the creation of a training initiative and documentation for the new system.

**Kathy Sinclair, Project management consultant**

Kathy has been hired to oversee the entire project. Kathy is a professional project manager who has been managing projects for over fifteen years. We feel that using an outside project manager eliminates much of the potential for politics and other problems that can occur when deadlines loom and time is of the essence.

**Thomas Boorman, IT Consultant**

Thomas will build the initial Web site, train an internal person to maintain the site, and provide on-going support for the site for a three-year period. Thomas will also assist in the selection of an Internet Service Provider.

**Solena Hernandez, Market analyst**

Solena will do the bulk of the market research and provide recommendations to Jack and Aileen on market potential. She will also provide an analysis of the success of our various products once this initiative is launched.

**Susan Gianni, Business consultant**

Susan will analyze our business processes and look for any unrealized savings of time, money, or both. She will also provide a reality check to the team about the success of the project from an overall business perspective.

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