

# DeeDee Fisher

Communication Expert  
Strategy & Analytics For Mindset and Productivity

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Expert at interpreting complex communication issues and providing effective solutions to optimize return on effort and mitigate risk. A professional communication consultant with 20+ years of experience, BS in mass communications, certification in positive psychology. Proven success in administering projects from inception to completion. Accomplished leader - recognized for training and mentoring cross-functional teams to manage defined communication. Articulate communicator with a credible history of cultivating and maintaining positive collaborations/partnerships with clients, key stakeholders, teams and senior management to realize organizational goals.

## Areas of Expertise

- ◆ Cross-Functional Communication
- ◆ Executive Training
- ◆ Leadership & Development
- ◆ Consensus Building
- ◆ Conflict Resolution
- ◆ Team Building
- ◆ Confident Decision Making
- ◆ Stakeholder Communications
- ◆ Project Management
- ◆ Event Orchestration
- ◆ Strategizing & Problem Solving
- ◆ Visionary Problem Solving

## Professional Experience

### Discover Response Bethesda, MD 2017-present

#### Founder

Delivered professional development guidance to assist clients identify and realize goals through personal consultation. Planned and executed events including logistics, invitations, registration, materials, and on-site assistance to create positive learning experiences. Forecasted and managed budgets for marketing campaigns and operational expenses.

### Estrolean – Scottsdale, AZ 2000-2004

#### Founder

- Created innovative marketing content to maximize client base and sustain professional relationships.
- Designed and initiated effective nutritional supplement program and product for General Nutritional Center sold in 4800 retail locations.

### Enzyme Research – Scottsdale, AZ

#### Director of Sales and Communication 1997-2000

Directed team of executives to perform numerous tasks, related to sales, consultancy, and distribution of nutritional supplements. Participated in a meeting with agronomists in Japan to discuss product development lifecycle through contract negotiations and launch into U.S. markets.

- Played key role in promoting nutritional products from conception to sales to optimize business profitability and increase business revenue.

### TIMEMAX – Scottsdale, AZ

#### Executive Consultant

Planned and delivered effective trainings to executives for project management through identification of new communication modes for team.

## Speaking Engagements

Montgomery Country Mental Health Week; CPL tool for keeping and making friends” 2023

Montgomery Country Mental Health Week “What disrupts your mindset” 2022

ASU Thunderbird School of Global Management TGM586 Global Entrepreneurship and Sustainable Business 2022,2023

ASU Thunderbird School of Global Management TGM524 Valuation of the Private Firm 2022,2023

Arizona State University: Leading the Enterprise TMC330 2022,2023

ASU Thunderbird School of Global Management TGM 598 Fall 2021; Executive Mind Set

Horizons of Greater Washington DC – Summer 2021 - Mind set for receiving and processing outside critical dialogue

## Education

### Bachelor of Art in Mass Communications

Idaho State University, Pocatello, ID

## Professional Certification

ICF ACC Certified Professional Coach

Scrum Certification

Positive Psychology Whole Being Institute, Dr. Tal-Ben Shahar-Hardwick, MA

## Print

Balancing Your Life: Executive Lessons for Work and Family and Self by James G S Clawson.

Chapter 5

## Volunteer Experience

Stressbusters Committee, MCPS

The Initiative <https://theblueandblackpartnership.org>

Vital Voice <https://www.vitalvoices.org>