

## GAYLA OUELLETTE

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### Manager, Business Development

*Walkenhorst's, Sparks, NV | June 2019 – Present*

Drive national business development strategy for a leading provider of inmate care packages, with a focus on securing government contracts, expanding market share, and deepening strategic partnerships across Departments of Correction nationwide. Recognized for winning competitive bids, strengthening client relationships, and delivering measurable revenue growth.

- Expanded market presence through **successful proposal management**, achieving a high win rate in competitive state and federal bids.
- Built and sustained **strategic relationships** with Departments of Correction and State Hospitals, strengthening retention and long-term growth.
- Led **market and financial analysis** to identify opportunities, mitigate risks, and shape strategic decisions in collaboration with family ownership.
- Managed all **government RFP responses**, securing multimillion-dollar business and strengthening Walkenhorst's national footprint.

### Executive Director (Nonprofit)

*Amplify Life, Reno, NV | June 2013 – January 2019*

Led strategic transformation of a nonprofit dedicated to serving individuals with disabilities. Delivered operational, financial, and programmatic growth that positioned the organization as a statewide leader and earned recognition as the "Gold Standard" from government partners.

- Drove **180% increase in clients and 260% growth in services**, leading to the opening of a 12,000 sq. ft. Skills & Recreation Center.
- Orchestrated a **full rebrand** across business channels, saving over \$100K and elevating the nonprofit's profile to rival national organizations.
- Secured **\$500K+ annually in grants** from government and private sources with a 95%-win rate.
- Built **strategic alliances with the State of Nevada and corporate leaders**, expanding funding contract from \$50K to \$400K annually and pioneering pre-vocational programs for youth.

### Vice President, Business Development

*Global Preclinical Training, Reno, NV | May 2008 – June 2013*

Pioneered innovative training and knowledge-sharing solutions for the international drug development community. Combined business development expertise with scientific acumen to create high-value platforms and programs for global stakeholders.

- Developed a **state-of-the-art web platform** to centralize and streamline scientific information for drug development professionals.

- Designed and produced **global scientific training programs**, engaging faculty teams of international experts.
- Authored and delivered **strategic collateral and marketing content**, expanding brand visibility and client engagement.
- Built **global partnerships** that advanced thought leadership and positioned the organization as a trusted industry resource.

### Marketing Manager, Global Preclinical Services

*Charles River Laboratories, Boston, MA | June 1999 – May 2008*

Architect of global marketing and growth strategies that scaled Charles River's Preclinical Services business from \$100M to nearly \$700M. Partnered with leadership to drive expansion through acquisitions, integration, and client-focused innovation, positioning Charles River as a market leader.

- Spearheaded **global revenue growth from \$100M to \$700M** through strategic marketing leadership and execution.
- Standardized **post-acquisition processes** (via Sierra Biomedical integration), streamlining operations and enhancing client experience.
- Directed marketing for the **Nevada flagship research facility**, positioning it as a premier preclinical destination.
- Curated **unforgettable client engagement experiences** from the Grand Ole Opry to the Baltimore National Aquarium enhancing engagement, deepening relationships, and driving long-term retention.

### Director of Marketing

*Sierra Biomedical, Reno, NV | 1995 – 1999*

Key marketing executive who positioned Sierra Biomedical for exponential growth and eventual acquisition by Charles River Laboratories. Recognized for building client-centric systems, accelerating market penetration, and shaping the company's strategic direction.

- Engineered corporate growth strategy that fueled a **20x revenue increase** and accelerated market expansion.
- Built and scaled **customer relations infrastructure**, instituting best-in-class engagement practices to drive retention and recurring revenue.
- A lead architect of a **signature scientific program** that delivered high-profile education, advanced industry knowledge, and strengthened trust across the industry.
- Partnered with leadership to **prepare the company for acquisition**, strengthening brand equity and market visibility ahead of successful sale to Charles River in 1999.

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**[www.GaylaOuellette.com](http://www.GaylaOuellette.com)**