

# GAYLA E. OUELLETTE

Reno, NV 89506 | 775-772-3341 | Ouellette.gayla@gmail.com

[www.linkedin.com/in/gaylaouellette](http://www.linkedin.com/in/gaylaouellette) | Online portfolio: [www.gaylaouellette.com](http://www.gaylaouellette.com)

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## **Manager, Business Development**

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

Lead strategic growth initiatives for a national provider of correctional commissary and care package services, combining business development, market analysis, stakeholder engagement, and proposal strategy to drive organizational growth and strengthen government partnerships nationwide.

- Secured more than \$40 million in new contracts and revenue through strategic relationship development, competitive procurement initiatives, and targeted market expansion efforts.
- Cultivate and maintain partnerships with Departments of Correction, State Hospitals, and government stakeholders across the United States, strengthening client retention and expanding the company's national footprint.
- Direct market research, competitive intelligence, and financial analysis to identify growth opportunities, evaluate market trends, and support executive decision-making.
- Lead the development, writing, and management of complex multimillion-dollar government proposals, translating operational capabilities and technical information into compelling narratives and winning value propositions.
- Collaborate with executive leadership, operations, customer service, and marketing teams to align organizational strategy, enhance client experiences, and ensure successful contract implementation.
- Collaborate with internal departments to inform stakeholders, support business objectives, and reinforce the company's position as an industry leader.
- Serve as a advisor on business strategy, market positioning, customer engagement, and long-term growth opportunities.

## **Executive Director**

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

Provided visionary leadership for a nonprofit serving individuals with developmental disabilities, leading a comprehensive organizational transformation that drove significant growth, strengthened community partnerships, elevated brand awareness, and established the organization as a recognized leader in Nevada's disability services sector.

- Led strategic planning and organizational growth initiatives that increased client participation by 180% and expanded service offerings by 260%, culminating in the development of a 12,000-square-foot Skills & Recreation Center.
- Directed a comprehensive brand transformation, including organizational messaging, visual identity, marketing materials, and public outreach efforts, saving more than \$100,000 while positioning the organization alongside leading national nonprofits.
- Increased organizational visibility and community engagement through strategic communications, media relations, public speaking, fundraising campaigns, and stakeholder outreach initiatives.

- Secured more than \$500,000 annually in government, foundation, and private-sector funding through compelling grant proposals, strategic storytelling, and relationship development, achieving a 95% funding success rate.
- Cultivated strategic partnerships with state agencies, community organizations, and corporate leaders, increasing annual government contracts from \$50,000 to \$400,000 and expanding program reach throughout Northern Nevada.
- Developed and launched innovative pre-vocational and life-skills programs for youth and adults with disabilities, creating new pathways for independence, employment readiness, and community integration.
- Served as the organization's primary spokesperson, strengthening relationships with government officials, donors, families, community leaders, and advocacy groups while enhancing the organization's reputation and influence.

**Vice President, Marketing & Business Development**  
**Global Preclinical Training, Reno, NV | May 2008 – June 2013**

Spearheaded business development and marketing strategy for a pioneering provider of scientific education and knowledge-sharing solutions serving the global drug development community.

- Developed and launched a state-of-the-art digital platform that centralized scientific content, enhanced user engagement, and strengthened the organization's position as a leading industry resource.
- Designed, marketed, and produced international scientific training programs, collaborating with renowned subject matter experts to deliver high-value educational experiences to global audiences.
- Created compelling marketing collateral, promotional campaigns, and thought leadership content that increased brand visibility, audience reach, and customer engagement.
- Cultivated strategic partnerships with pharmaceutical, biotechnology, and research organizations, expanding market presence and reinforcing brand credibility across the industry.
- Translated complex scientific concepts into clear, audience-focused messaging that supported business growth, client acquisition, and long-term relationship development.

**Marketing Manager, Global Preclinical Services**  
**Charles River Laboratories, Boston, MA | June 1999 – May 2008**

Architected global marketing and growth strategies that helped scale Charles River's Preclinical Services division from approximately \$100 million to nearly \$700 million in revenue. Partnered with executive leadership to drive market expansion through acquisitions, brand integration, customer-centric initiatives, and strategic positioning, strengthening the company's leadership in the global preclinical research market.

- Developed and executed global marketing strategies that supported the division's growth from \$100M to nearly \$700M in revenue, increasing market penetration and brand leadership across the drug development industry.
- Led marketing integration efforts following the acquisition of Sierra Biomedical, standardizing client-facing processes, aligning brand messaging, and enhancing the customer experience across the organization.

- Directed strategic marketing initiatives for Charles River's flagship Nevada research facility, elevating brand visibility, differentiating service offerings, and positioning the site as a premier destination for preclinical research.
- Leveraged market intelligence, competitive analysis, and customer insights to identify growth opportunities, support business development efforts, and strengthen market positioning.
- Designed and executed high-impact client engagement and experiential marketing programs, creating memorable brand experiences that deepened customer relationships, increased loyalty, and supported long-term revenue growth.
- Collaborated with scientific, operational, and executive teams to translate complex technical capabilities into compelling value propositions, sales tools, and marketing communications.
- Strengthened customer retention and account growth through targeted relationship marketing initiatives, executive engagement programs, and strategic industry outreach.

## **Director of Marketing**

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

Marketing leader instrumental in transforming Sierra Biomedical from a regional contract research organization into a nationally recognized industry leader. Drove brand development, market expansion, customer engagement, and strategic positioning initiatives that fueled exponential growth and enhanced enterprise value, culminating in the successful acquisition of the company by Charles River Laboratories.

- Architected integrated marketing and growth strategies that contributed to a 20-fold increase in revenue, expanding market share and strengthening the company's competitive position within the preclinical research industry.
- Built and scaled a customer-centric marketing and relationship management infrastructure, implementing engagement programs and service models that increased client retention, loyalty, and recurring revenue.
- Developed and launched a flagship scientific education and thought leadership program that elevated brand credibility, strengthened industry influence, and positioned Sierra Biomedical as a trusted partner to pharmaceutical and biotechnology organizations.
- Leveraged market intelligence, customer insights, and competitive analysis to identify emerging opportunities, refine service offerings, and guide strategic business decisions.
- Collaborated with executive leadership to enhance brand equity, market visibility, and organizational scalability, helping position the company for successful acquisition by Charles River Laboratories in 1999.
- Established marketing systems, messaging frameworks, and customer engagement strategies that supported due diligence efforts and increased the company's attractiveness to prospective acquirers.

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