

RAMAH MALEBRANCHE

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EXPERIENCE

WGU Labs

Senior Consultant

Raleigh, NC

2022 – Present

- Solved business problems for Higher Ed institutions using research, analysis, and strategy.
- Recognized for thought leadership, moderating at NCHEP advocating for educational equity.
- Established credit transfer agreements with UMPI & Western Wyoming Community College.
- Conducted risk assessments ensuring compliance with accreditation policies.
- Implemented industry-recognized credentials boosting career pathway adoption by 50%.
- Managed short-term projects & multi-year initiatives across shifting stakeholders.
- Led negotiations with State departments, accrediting bodies, and universities leading to signed partnerships.

Packback

Senior Strategy Consultant

Experienced Strategy Consultant

Strategy Consultant

University Outreach Strategist

Chicago, IL

2021 – 2022

2020 – 2021

2020 – 2020

2019 – 2020

- Full-cycle sales of complex AI-powered tools requiring demand generation, sourcing, prospecting, consultative sales, implementation, support, and renewal revenue generation.
- Developed sales strategies for AI-powered solutions, increasing revenue to hit team sales goals.
- Facilitated stakeholder convenings to drive action.
- Improved conversion rates by 25% through Salesforce, Trello, and Outreach.io strategies.
- Conducted 300+ strategy sessions, driving a 20% increase in partnerships.
- Led scenario planning initiative reducing projected risks by 15%.
- Executed AI-powered platform demos boosting sales conversions by 15%.
- Automated Salesforce CRM & reporting, reducing manual work by 30%.
- Advanced prospecting efforts leading to a 25% revenue boost.
- Mentored new hires and built training resources from successful tactics.

PHMG

Media Development Executive

Chicago, IL

2019 – 2019

- Engaged with a wide spectrum of companies across diverse industries, introducing them to PHMG's industry-leading audio branding solutions and demonstrating how these services drive business growth.
- Communicated key product features and value propositions of PHMG's bespoke On-Hold Marketing, Auto Attendant, and Out-of-Hours Messaging services, ensuring clients understood the impact on brand reinforcement and sales conversions.
- Strategically arranged appointments with key decision-makers, supporting Business Development Managers by securing meetings that enabled deeper solution customization and client onboarding.

Youth Connection Charter Schools

Industry Lead

Chicago, IL

2017 – 2019

- Managed digital engagement strategy across seven campuses
- Designed & launched media program with AV/recording studios increasing student engagement
- Developed workforce-aligned curriculum with 21 media-focused modules

META 24

Program Coordinator

Business + Graphic Design Lead

Chicago, IL

2016 – 2017

2016 – 2017

- Managed a team of six educators, six maker-space labs, and curriculum design for entrepreneurship
- Launched small business incubator curriculum & managed brick mortar entrepreneurship lab
- Built partnerships with workforce organizations reinforcing community engagement
- Defended a \$2M grants & partnerships ensuring execution & reporting

PROFESSIONAL SUMMARY

Strategic Consultant with 10+ years of experience in Higher Ed, Edtech, and program design and implementation, specializing in underserved populations. Successfully led strategic multi-institution partnerships and developed data-driven educational initiatives, enhancing student outcomes and career pathways. Committed to fostering collaboration and excellence in communication to solve complex problems in education and workforce development. Experience teaching in post-secondary and building programs in K-12. Experience as a quota carrier and high achiever in AI-powered SaaS selling, consulting, and implementing AI-powered tools across North America. Passionate about democratizing education and leveraging technology to enhance the lives of diverse learners and fascinated with the challenge of building and maturing Prison Education Program.

EDUCATION

Columbia College Chicago Chicago, IL
Master of Fine Arts (MFA), Interdisciplinary Arts Media

Southern Illinois University Carbondale Carbondale, IL
Bachelor of Arts (BA), Music Open Studies

ADDITIONAL INFORMATION

Expertise Areas: Consultative sales, SaaS, Data Analytics, Relationship Management, Partnership Activation, Sales Presentations, Solutions Building, Multi-Sector Collaboration, Education Program Design, Strategic Program Development, Impact Measurement, Competency-Based Education, Online Education, Compliance Remediation, FERPA, Legal Compliance, Accessibility, Micro-Credentials, Workforce Development

Tools & Platforms: CRM, Salesforce, Microsoft Teams, Microsoft Office Suite, Google Suite, Microsoft PowerPoint, Excel, Miro, Adobe Creative Suite, Outlook, Trello, Outreach, ChatGPT-4, Claude AI, Gong · Learning Management Systems (LMS) · AI Tools