**Rashad Simmons**

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# **EDUCATION**

# **University of Wisconsin Law School**, Madison, Wisconsin

# Juris Doctor candidate, May 2014

* Awarded a full-tuition scholarship for academic and professional success
* Black Law Students Association

**Michigan State University**, East Lansing, Michigan

Bachelor of Arts, *cum laude*, General Management, 2003

* Top 10% of graduating class
* Graduate of the Honors College program
* Named to the Dean's List, four semesters
* Studied abroad in Bangkok, Thailand

## EXPERIENCE

**Expedia, Wanderfly.com, & Delta Air Lines**,New York City, New York and Chicago, Illinois

*Project Manager (freelance/contract)*, 2009-2011

• Consulted with hotel companies to maximize their profit and visibility on expedia.com

• Led market research initiatives for an online travel startup company called wanderfly.com

• Managed strategic and tactical initiatives related to revenue maximization for Delta Air Lines

**Hyatt Hotels Corporation**,Chicago, Illinois

*Marketing Analyst*, International Operations, 2006-2009

• Led marketing and business analysis for 100 international hotels totaling $800M in annual revenue

• Managed company website and achieved a 15% gain in revenue and a 35% increase in website visitors

• Trained and coached five colleagues on Hyatt’s financial reporting and data analysis system

• “Rashad is a hard worker and knows how to manage his time effectively. His analytic mind and Excel spreadsheets are second to none” – *Karen Harenza, Director of Marketing Analytics*

**Huron Consulting Group**,Chicago, Illinois

*Management Consultant,* Legal & Academic Consulting, 2005-2006

* Saved client over $5M by negotiating new contracts with their travel vendors
* Achieved $3M in recurring annual revenue by presenting a fact-based business case and co-leading contract negotiations regarding the client’s rebate structures on their corporate travel credit cards
* Coached a team of four junior analysts; coaching resulted in 100% of analysts being on track for second   
  year promotions
* “Rashad is a very strong performer who has strong analytical skills. Moreover, he is able to deliver a high quality product on time” – *John Burnett Doering, Director of Strategic Sourcing*

**Deloitte Consulting**,Dallas, Texas

*Management Consultant*, Strategy & Operations, 2003-2004

* Realized savings of $1.5M by creating and implementing a new corporate policy manual for the client’s   
  10,000+ employees
* Managed project budgets ranging from $20,000 to $100,000
* Provided complete and final budget estimates by established deadlines; identified budget changes and demonstrated how these changes could impact project profitability

**PROFESSIONAL ASSOCIATIONS & VOLUNTEER WORK**

* American Bar Association, *Student Member*
* Toastmasters International, *Active Member*
* Michigan State University, *Business Career Coach to Undergraduate Students & Alumni Recruiter*
* Dallas Independent School District, *Volunteer for “At-Risk” Youth*