

Rebecca Hoffman Bach
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Summary: Media professional and operations expert with Six Sigma Master Blackbelt certification and cross-functional program management skills in media, supply chain, and distribution with a focus on strategic growth.

Summary of Qualifications

- MBA focused in global business, marketing and entrepreneurship
- Certified Six Sigma Master Blackbelt
- 11+ years operations experience
- 7+ years media industry experience

Experience: **General Electric Company** **July 1998 - Present**
Director of Business Development NBC Universal, New York, NY

- Increased profitability by \$85 Million through technical operations divestiture
- Responsible for identifying and executing Media Distribution Services growth initiatives
- Current project portfolio of \$100MM new business ventures

Director of Program Operations NBC Universal, New York, NY

- Managed 15 on air supervisors
- Responsible for commercial integration for NBC Universal cable ad sales for USA, Bravo, SciFi, Sleuth, and Universal HD in the Network Operations Center.
- Executed flawlessly the 2006 Winter Olympics' 110 hrs of live programming

Six Sigma Master Blackbelt NBC Universal New York, NY

- Managed a team who delivered \$50MM of savings to the business.
- Led Cable Network Consolidation strategic project, which delivered \$20MM savings
- Mentored and certified 30 greenbelts through certification projects that generated \$310MM of savings and increased revenue to NBC.

Six Sigma Blackbelt GE Lighting St. Louis, MO

- Implemented projects which led to an 8% operating costs reduction worth \$500K
- Applied Six Sigma methodologies to incandescent lamp making process; Educated, and coached Six Sigma methodology; mentored 10 people.

Operations Management Leadership Program Four 6-month rotations @ different locations

- Team Leader: Responsible for speed, quality, cost, and safety for 3-shifts (52 people); Reduced and reduced defects by 27%
- Specialized in Materials: Managed \$4MM budget. Increased accuracy of receiving process and inventory controllership.

Education: **NEW YORK UNIVERSITY** New York, NY

Leonard N. Stern School of Business

Master of Business Administration, May 2007

Specialization in Global Business, Marketing & Entrepreneurship

- Stern Women in Business, VP Part-time students, Executive Board
- Member of the Emerging Markets Club, Media & Entertainment Association

Worcester Polytechnic Institute Worcester, MA

Mechanical Engineering with a concentration in Bio-Mechanical Engineering, May 1998

- Graduated with Distinction
- President Alpha Gamma Delta sorority, Orientation Leader Supervisor

Publications Co-Authored "A Comparison of Racewalking Styles Using Gait Analysis," Proceedings of the IEEE 25th Northeast Bioengineering Conference, 1999.

Additional Information

➤ Young Women's Leadership Network Advisory Board Member	<i>Additional Training</i>	➤ Advanced Financial Impact
➤ NBCU Presidents Award recipient (2008)		➤ Union Avoidance training
➤ John Boynton Young Alumni Award for Service (2008)		➤ Advanced Leadership Development
➤ PRIME access: NY Women In Cable Telecommunications' Executive Mentoring Program (2008)		➤ Six Sigma Master Blackbelt Training
➤ NBCU Organic Growth Leader Award		➤ Lean Six Sigma Training
➤ Community Service: GE Women's Network, GE ELFUN, WPI New York City Alumni Chapter Leader, WPI Class Board of Directors		