Laura Worn, MBA

Property Specialist

lauraworn@gmail.com

Summary

REAL ESTATE BROKER with experience and education in real property, investment management, portfolio management, appraisals, and valuation methods. Known for my extraordinary ability to communicate complex financial information in a manner that is easy to understand. Investment portfolio manager with advanced training and experience. Skilled in developing strong, trustworthy relationship with individuals and groups inside and outside of the organization. Strong analytical knowledge, skills, and abilities.

My Promise
Provide investors with attractive real estate investment choices
Manage client properties with the utmost attention and best service providers.
Perform due diligence above and beyond what is expected and required.

Experience

Software Trainer
August 2006 - January 2018 (11 years 6 months)

(part-time) Trained over 400 individuals and companies in the use, administration, and development of CMS websites. Developed and delivered training modules and workshops to selected audiences. Prepared training and maintained online classrooms. Directed five-day technical seminars. Conducted training sessions in remote facilities throughout the United States.

Provide feedback to assist companies and their employees in their training development. Developed training plans and meeting agendas with project team leaders. Identified recommendations for business process improvement.

Featured Speaker
DrupalCamp LA, NBC/AOL Beverly Hills, California
BADCamp LA, University California Berkeley Berkeley, California
DrupalCamp LA, Staples Center Los Angeles, California
SandCamp LA, Pruitt College San Diego, California
DrupalCamp LA, University California Irvine Irvine, California

Intellectual Capital

Copywriter Drupal 6.x Training and User Manual – State Administrative Offices
Copywriter Drupal 6.x Training and Users Manual – Fortune 500 Company
Copywriter Drupal 7.x Training and Users Manual – Fortune 500 Company

Right of Way Agent at Caltrans
2005 - 2006 (2 years)

Appraised and acquired real property rights under eminent domain proceedings including preparing written offers based on the fair market value, negotiating settlements with property owners, and working with State attorneys with land value litigation. Secured property rights for transportation projects by researching public and private records in order to determine the true owners of property and their interests. Assisted attorneys on condemnation process for necessary easements that could not be acquired by negotiation.

Acquired abstracts and performed due diligence researching courthouse public records. Managed all escrow functions for project portfolio including document preparation, signing, processing, and closing transactions.

Founder and Portfolio Manager at New Pacific Advisors, LLC
1997 - 2004 (8 years)

Responsible for operations with full P&L and operational accountability with a team of financial advisors, accountants, traders, and interns. Developed and managed $15.5 million in client assets in retirement and non-retirement accounts.

Responsible for development, management, and administration of company contracts in accordance with SEC and State Department of Corporations regulations, company policies, legal requirements, and client specifications. Prepared and maintained contract documentation and provided information to industry regulators.

Featured in these publications:
- Horsesmouth ®: “How a Financial Advisor Cornered the Divorce Market”
- Horsesmouth®: “Are You Getting Referrals From These Professionals?”
- Financial Planning Magazine® Cover Article: “A Brave New Web”
- Financial Planning Magazine®: “To Link or Not to Link“
- Financial Planning Magazine® Subject of highlighted profile: “One Woman’s Web Philosophy”

Finance, Marketing, Management, and Management Information Systems Instructor (p/t) at California State University, Chico
1990 - 2003 (14 years)

Finance, Marketing, Management, and Management Information Systems. Delivered over 4000 lectures to upper division university business and information technology students on a variety of subject matters. Provided personalized curriculum development, classroom instruction, test preparation, and grading for all submitted assignments.

Course titles included:
Survey of Marketing
Survey of Finance
Sales Force Management
Retailing
Management of Organizations
Internship and Cooperative Education
Managing Personal Success
Principles of Finance
Project Management
Understanding Global Business
Windows, Word Processing and Presentation Software
Spreadsheets and Graphics
Introduction to Databases
Risk and Insurance
Financial Planning
Financial Management
Investment
Enterprise Technology Integration
Senior Seminar in Applied Strategic Decision Making
Windows, Word Processing and Presentation Software

Publication Reviews

Fundamentals of Corporate Finance (manuscript)
Authors: Bodie, Merton, and Crawford
Publisher: Prentice Hall
Copyright: 2003
Format: Manuscript

Finance: Investments, Institutions, and Management, 2/e
Author: Stanley G. Eakins, East Carolina University
ISBN: 0-201-72166-X
Publisher: Addison-Wesley
Copyright: 2002
Format: Hardcover

Retailing Management, 1/e
Authors: Michael Levy, Babson College
Barton A. Weitz, University of Florida @ Gainesville
ISBN: 0-07-255392-8
Publisher: McGraw Hill- Irwin
Copyright: 1992
Format: Hardcover

Call Center Manager and Account Executive at Polaroid
1987 - 1989 (3 years)

Call Center Manager for the Data Rescue Diskette for Mag Media LLC, a wholly-owned subsidiary of the Polaroid Corporation. Responsible for superior service delivery to B2B customers by directly supervising the daily operational activities of a team of 15 – 20 contact center associates. Led and coached team in a manner that increased customer interactions and sales commitment.

Met all profit goals, reduced employee turnover, and improved operations nationwide in extremely competitive industry plagued with high employee turnover. Developed and led a process improvement plan which streamlined procedures, increased sales, and improved morale within the division. Implemented call center representative key performance indicators to achieve performance results while creating strategy to raise the performance bar to improve overall contribution by individual contributors. Led system migrations to proprietary database application (Unix) of B2B client list, for seven users with no scheduled downtown. Trained technical staff in all areas of account management and product support.

Account Manager at North American Title
1985 - 1987 (3 years)

Developed and executed marketing campaign which resulted in new business within a highly-saturated market. Attained high volume of phone calls and demonstrated strong customer service relations while assisting real estate professionals with various title and escrow support.

Generated new business by creating strong relationships based on hands-on training and support to the real estate community. Training was provided on-site, in-house, and on campus at Santa Rosa Junior College (guest speaker).

Designed a plan and strategy to promote and strengthen the relationship with real estate community. The plan included a consistent practice of making outbound calls by phone every morning to the most productive Realtors® in my territory. This is largely why I consistently met and exceeded sales quotas.

Education

California State University-Chico

Master Degree, Business Administration (MBA)

Activities and Societies: Lt. Robert Merton Rawlins Merit Award Recipient

Humboldt State University

Bachelor of Arts Degree, Economics

Activities and Societies: (past) President Pi Gamma Mu, (past) President Phi Eta Sigma, (past) President Economics Club

Honors and Awards

Outstanding Teaching Performance, Lt. Robert Merton Rawlins Merit Award, Outstanding Economics Graduate (aka Academic Achievement Award), Pi Gamma Mu, Phi Eta Sigma

Laura Worn, MBA
Property Specialist
lauraworn@gmail.com

Contact Laura on LinkedIn