

# woody bibens & associates

## EDUCATION

Masters of Philosophy in Management,  
University of Cambridge, England, 2008

Bachelor of Arts in Oxbridge  
English Literature and Language with Honors  
Minor in French  
Pryor Leadership Fellow, William Jewell College,  
magna cum laude 2007

Junior Year Abroad, University of Cambridge,  
England, 2006

## PROFESSIONAL AFFILIATIONS

American Wind Energy Association  
Greater Kansas City Chamber of Commerce  
Social Media Club of Kansas City

## PERSONAL AREAS OF INTEREST

Competitive Horse Showing  
World Travel  
Sailing  
Hillwalking  
Classical Violist

## EMILY WOODY BIBENS Consultant

Emily formally joined Woody Bibens and Associates early in 2009, although she had worked for the company periodically throughout her undergraduate and graduate education. As a consultant, Emily balances her strong educational background with practical solutions and a committed interest in achieving the best solutions for each of Woody Bibens and Associates' clients.

Emily believes that the opportunity to study a range of management topics during her Masters education at the University of Cambridge allows her to bring a variety of global best practices into her local work, enabling the global to coexist with the local and each to better leverage the other. She believes that the smallest of companies can find valuable insight in the business practices of the largest of corporations, just as the global firms can learn much from local values.

Together with an interest in the leveraging of local and global practices, Emily is primarily interested in the improvement of routine business processes and practices. As an English undergraduate major, Emily combines her strong writing and communication skills with an in-depth understanding of business management and philosophy. Whether through electronic or print media or the increasing use of social and mobile media, it is rarely enough to simply write well. Rather, a strong understanding of business practices and implications – of your role as a company or organization and your driving mission, strategy and market position - must form the foundation of your communication strategy.

Emily has successfully managed website structure, design and implementation projects, e-newsletter content, strategy and analytical data (for e-newsletters sent to 12,000+ email addresses), social media strategy and implementation for companies and not-for-profits, national marketing campaigns and the more traditional written publications, brochures and promotional materials.

A strong focus on environmentally sustainable practices underlies much of Emily's work. She seeks to integrate environmentally friendly steps with business practices in a manner that improves a company's competitiveness. She believes that doing what is right for the world and doing the right thing for a company can be mutually beneficial. She also consults with companies interested in a strategic move into the renewable energy supply chain, not only advising on appropriate strategy and decisions but representing the company at events and helping to manage the day-to-day communication and strategy for this diversification decision.

Guiding Emily's work is her belief that "good enough" is never satisfactory. She believes that everything can be improved over time and that the most important aspect of her job is to always seek ways for companies to continually improve. In addition to working with successfully managed, strong companies, Emily also enjoys bringing her hard-working determination to change management projects and working to radically restructure and reposition companies and not-for-profits to help ensure relevancy and success in the coming years and decades.