

**LAURA HEWITT LADD**  
P.O. Box 1461  
Wilson, Wyoming 83014  
o: (307) 734-4666 / c: (307) 413-3334  
laura@hewittladd.com

**HEWITT LADD, INC.**

Wilson, WY

An independent consultancy focused on strategic, marketing and financial analyses in support of new business initiatives. My clients include commercial and residential real estate developers, alternative energy and value-added ranching business ventures and the Governor's Office of the State of Wyoming.

**Principal**

2001-Present

- Currently serving as an Energy and Economics Advisor to Wyoming Governor Dave Freudenthal. Responsible for developing energy positions based on an assessment of the regulatory, private and public finance markets and the competitive and political landscape for specific energy initiatives. Analyses' focuses on economic drivers and cost implications in transitioning to a lower carbon energy environment on a local, state and national levels.
- Ranch and agricultural investment management for a private rancher in Jackson Hole. Conducted due diligence, developed market analysis and business plans for a variety of value-added ranching opportunities in Wyoming and the Southwest. Made investment recommendations for biodiesel, organic beef and alternative ranching businesses. Managed biodiesel investment on behalf of general partner.
- Sales and marketing management for the Four Seasons Jackson Hole (FSJH) whole ownership real estate program. Developed and executed the sales and marketing strategy and led a team of 8 sales professionals to sell \$85MM in real estate and 100% of the offering in less than 9 months and at higher than projected targets. Negotiated and executed all offers on behalf of the FSJH Owner. Continue to act in an owners' representative role and as a liaison to on-site real estate team. Serving on two FSJH condominium boards.
- General management support for a \$180MM residential ranch real estate development in Jackson Hole. Coordinated up to 10-15 concurrent marketing and infrastructure related projects and a team of approximately 30 consultants and staff members. Designed the joint marketing plan with the developer and brokerage team. Developed the design and production of all marketing and due diligence materials. Assisted in each stage of the entitlement and land planning process and in capital investment and infrastructure development decisions.
- General partner representative for a \$30MM 2,000 acre ranch real estate development in the Texas Hill Country. Responsible for all staffing and financial recommendations, negotiations on all sales transactions, development and execution of marketing and capital improvement plans and investor relations.
- Created the Homeowners Association budgets and owner allocations for three leading developments in the Jackson Hole region and a development in Central Texas. Developer appointed representative on four Homeowners' Association Boards holding Treasurer or Secretary positions on each Board.
- Designed and authored the business plan for a \$20MM mixed-use 105 acre Planned Unit Development (PUD) in Lincoln County, Wyoming. Worked closely with the planning department and local agencies during the entitlement process. Led the PR and marketing efforts for the development, presenting the PUD in a variety of public forums. Nearly 50% of the available inventory was reserved within 30 days of offering.
- Developed the financial model and assisted in the submittal for a new Public Service Corporation water utility in Wyoming.
- Prepared market assessment and strategic analyses for a residential conservation-oriented development. Study focused on property comparisons, local economic and real estate trends, pricing and product positioning and recommendations for product development to maximize partnership return. Coordinated and reviewed legal documentation, negotiated builder contract and specifications and developed operating budget and project timeline.
- Completed a comprehensive proposal to the Department of Interior and obtained a 7 year Concession Contract for a private guest ranch to conduct float, fishing and horseback riding trips in Grand Teton National Park. Proposal included environmental, operational and financial plans that meet NPS' and the client's business, operational and financial management objectives.

**PETOPIA.COM**

San Francisco, CA

Sold to PETCO, Petopia.com was a leading online pet retailer with retail, online, catalog and television sales operations

**Director, Business Development**

1999-2000

- Created a core business line through the successful launch and management of The Petopia.com Show, the first weekly pet supplies home shopping show, which appeared on the NBC home shopping network.
- Worked with the minority investor/partner and senior management to develop the strategic, financial and operating guidelines for the weekly live broadcast. Responsibilities included developing all show content; hiring and managing talent; developing operational systems; coordinating cross-channel and partner promotion; building the operating budget and meeting revenue and profitability targets.
- Management of the weekly show involved coordination with over 50 people and real-time decision making to meet profit and brand objectives. Led a cross-functional team of 15-20 internal managers with 3 direct reports.

**BOOZ • ALLEN & HAMILTON, Strategic Leadership Practice**

San Francisco, CA

A leading global management firm focused on strategy and technology consulting for commercial and government clients

**Associate**

1997-1999

- Co-led a 15-person client team chartered with completing the regional integration of two multi-million dollar medical device companies. Developed an integrated sales/marketing and operations strategy and a short and long-term implementation plan to achieve financial and operating synergies in the Western US region.
- Designed a worldwide strategic alliance program for a Fortune 100 high technology company. Assessed the existing program, and made recommendations to revamp it based on the strategic objectives of the client and end user requirements.
- Developed a small business lending strategy and implementation plan for a diversified finance company. Analyzed the market dynamics and competitive landscape to develop several possible business models. Analyses integrated customer segmentation and demands, strength of delivery channels, capital investment requirements and return on investment for each scenario.

**FIRST INTERSTATE BANK OF CALIFORNIA, Corporate Banking Group**

San Jose, CA

First Interstate Bank of California was the 3rd largest commercial banking institution in the state. With a banking network in 13 Western states, First Interstate Bancorp was sold to Wells Fargo Bank in 1996. I worked for Wells Fargo Bank until I left for business school.

**Assistant Vice President**

1992-1996

- Promoted to Assistant Vice President in less than 3 years (versus an average 5-year career path) based on strong analytical and client service skills, and unsolicited client recommendations. Exceeded business development goals with over 30% portfolio growth in first year as officer. Ranked 3<sup>rd</sup> out of 100 officers statewide.
- Co-managed a \$300 million portfolio of corporate relationships. Consulted with senior management of \$250 million corporations on financing and strategic goals and alternatives. Devised customized financing packages that met capital structure, cash flow and multinational business requirements while managing risk exposure for the bank.

**EDUCATION****THE WHARTON SCHOOL, University of Pennsylvania, Masters of Business Administration**

Philadelphia, PA

Majored in Information Strategy; Minored in Finance

May, 1998

- Fundraising Chairperson, Wharton Women in Business Annual Conference
- Executive Board Member, Christmas in April
- Teaching Assistant, Information: Industry Structure and Competitive Strategy course

**PEPPERDINE UNIVERSITY, Bachelor of Science in Business Administration, Cum Laude**

Malibu, CA

April, 1992

**OTHER**

- Led the fundraising and media planning for the 2006 campaign to re-elect Wyoming's Governor Dave Freudenthal.
- Board member Jackson Hole Wildlife Foundation and the Wyoming Women's Foundation.
- Avid alpine skier and marathon runner. Proud dog owner.