

Maria Cecilia Sternzon
Formerly Maria Cecilia Saleme
Canine Behavior Counselor / Trainer
Strategic Marketing / International Business Development
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SUMMARY

Certified Professional Dog Trainer (CPDT-KA) and MBA in Global Management with 20 years of experience in dog training instruction and domestic and international marketing/sales.

Founded dog behavior counseling business and nonprofit dog bite prevention organization; writer of dog behavior and training articles for local and national publications; built international markets for various products, increasing sales by up to 165%; over one year, built and expanded comprehensive dog training program by nearly 400%; public relations activities have resulted in coverage in local, national and international print publications and broadcast media.

Credentials include: understanding of dog behavior, ethology, humane training techniques and training for various dog sports; marketing, sales and business development for a variety of products and services; accomplished technical and creative writer in English and Spanish; technical translator between English and Spanish.

EXPERIENCE

Canine Higher Learning	San Martin, CA	2003-Present
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Principal, Founder

- Dog Behavior Counseling: Assist clients with a variety of dog behavior challenges including fear related problems, dog and human aggression, separation anxiety, and family integration.
- Classes: Semi-private classes for variety of sports; child-dog training classes
- Marketing/Public relations: develop and implement marketing plans including placing ads in strategic publications; track ad response rates; public relations successes have included articles in San Jose Mercury News, Bloomberg, The Wave of Silicon Valley, Campbell Reporter, Silicon Valley/San Jose Business Journal.
- Sales: Convert incoming calls into customers; business networking to bring in new clients.
- Management: Manage dog training programs at Humane Society Silicon Valley (*see below*).
- Writing: Wrote monthly articles in "Mountain Network News" covering dog-related topics for Los Gatos mountain community; published articles in APDT Chronicle of the Dog on integrating children into dog obedience classes; BLOGS at www.hddogs.com and www.cratesandcribs.com.

Humane Society Silicon Valley	Milpitas, CA	2017-Present
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Manager, Dog Training Programs (by contract with Canine Higher Learning)

- Management: Manage dog training programs for local shelter, including overseeing training classes with 4 trainers and over 10 volunteer dog training class assistants.
- Business Development: Work with administration to build dog training programs including overseeing marketing materials, advertising classes, and networking with other trainers and industry professionals to promote programs. Grew program over 100%, from approximately 13 classes per week and 3 trainers to 26 classes per week with 5 trainers.
- Scheduling: create and manage schedule of dog training classes for 5 trainers in two training rooms. Communicate schedule changes and updates to trainers and dog training programs administrators.
- Group Class Trainer: Teach group classes at all levels from beginning to advanced, including dog sports, Canine Good Citizen, and tricks classes.

A Dog's Life

Sunnyvale/Palo Alto, CA

2006-2012

Director of Programs and Training

- Program Development: Created and implemented a variety of profitable training programs based on market demand and needs. Developed innovative "continuing education" program for training rescue dogs. In first year, grew training program from 4-6 basic classes to over 20 different classes with multiple instructors.
- Training: Dog behavior counseling, Canine Good Citizen (CGC) preparation, group and private obedience and dog sports lessons.
- Business Development: worked with management to foster associations and affiliations with significant and beneficial partners including Humane Society Silicon Valley, Society Dog and various rescue organizations.

KADIE – Kids and Dogs Interactive Education

Los Gatos, CA

2005-2010

Director

- Founding member of nonprofit corporation dedicated to reducing the incidents of dog bites, particularly to children, through education.
- Nonprofit business development: established corporation, developing business plan, articles of incorporation and bylaws; prepared and submitted applications for federal and California state nonprofit status.
- Program development: developed age-specific, interactive educational programs for children and adults in cooperation with child psychologist.
- Public speaking: Offered dog safety courses for a variety of audiences, from pre-school children to parents and families with children of all ages.

Bio-Sense Technologies

Israel & U.S.A.

2005- 2006 / 2008

International Business Development

- Business development: Identified business partners in U.S.; led negotiations resulting in contracts with manufacturer and distributors/dealers for CanineAlert dog alarm system; coordinated training course for distributors/dealers in U.S; participate in trade shows to present technology to potential customers
- Marketing/Sales: Developed and updated marketing materials including brochures, website and investor letters; present product to potential new partners throughout the U.S.

Pawdemonium Flyball Club

San Jose, CA

2003-2004

Dog eRaces Tournament Director

- Event Direction: Organized and directed annual Flyball tournament, leading team in coordination of site location, vendors, raffle, and donation to charity and hospitality.
- Organization: Coordinated racing schedules for 15 clubs and 70 teams. Resulted in streamlined racing schedule with very few conflicts in spite of two racing rings in 2004.

Focus Enhancements/Videonics

Campbell, CA

2000-2004

International Sales Manager

- Product development: Championed development of new model of existing product then collaborated with product manager, engineering and marketing to produce it. Increased sales in the United Kingdom and France by nearly 30% for that product line.
- Marketing: Coordination, design and writing of collateral materials, including brochures, posters and product catalogs, working with international partners.
- Event direction: Coordinated trade show booth for the International Broadcasters Convention (IBC). Directed design of booth, coordinated equipment, and arranged presentations.
- Sales/business development: Re-aligned distribution channels, increasing productivity. In the first year, sales increased in Germany by 82%, and in the United Kingdom by 165%.

PRIOR EXPERIENCE

PetsMart, Campbell & Santa Cruz, CA
Pet Training Instructor

Honeywell Security Systems/C&K Systems, Folsom, CA
Product Marketing Manager
District Manager – Chile, Bolivia, Peru

Common Sense Dog Training, Sacramento, CA
Pet Dog Training Instructor

Pitts and Bachmann Realtors, Santa Barbara, CA
Marketing Director

FORMAL EDUCATION

- M.B.A., Global Management. University of Phoenix, San Jose, CA
- B.A., Political Science / International Relations. University of California, Santa Barbara, CA
- A.A., Advertising. De Anza Community College, San Jose, CA

CERTIFICATIONS

- CPDT-KA – Certified Professional Dog Trainer-Knowledge Assessed #2030631
- CGC Qualified Examiner, Evaluator #6710
- Association of Pet Dog Trainers (APDT) Member #064838
- PetTech Pet CPR and First Aid Certified
- South Bay Trainers Professional Member and Board of Directors Co-Chair (2012-13)

FOREIGN LANGUAGES

Native (Speak, Read, Write): Spanish.
Conversational (Speak, Read): Portuguese, French

RELEVANT EDUCATION

- Canine Aggression Symposium, 2019
Michael Shikashio, Trish McMillan
Novato, CA
- Canine Aggression Causes and Treatment, 2012
Dr. Ian Dunbar
San Jose, CA
- TTouch Seminar, 2009
Jodi Frediani
Santa Cruz, CA
- APDT National Trainers Conference, 2007
Portland, OR
- Get Rational! Evolution, Dog Behavior, Dog Bites, 2007
Jean Donaldson and Janice Bradley
San Francisco, CA
- APDT National Trainers Conference, 2005
San Jose, CA
- Biting Dog Conference, Puppyworks, 2005
Sue Sternberg, Trish King, Kenneth Phillips and Wes Artope,
Novato, CA
- Dog Aggression Seminar, 2003
Myrna Milani,
Puppyworks, Novato, CA
- Cat Behavior Seminar, 2003
Myrna Milani,

- Puppyworks, Novato, CA
- Seminar on The Evolution of Dogs, Puppyworks, 2002
Raymond Coppinger
Novato, CA
- Alpha Bitch Seminar focusing on Canine Aggression, Puppyworks, 2001
Sue Sternberg, Patricia McConnell, Trish King
Novato, CA
- APDT National Trainers Conference, 1999
San Diego, CA

TITLES AND ACHIEVEMENTS

- Sebboh, All American – Canine Good Citizen (CGC), Registered Therapy Dog with Therapy Dogs International (TDI), Flyball Dog (FD)
- Claire, Border Collie – Canine Good Citizen (CGC), Flyball Grand Champion (FGDCh), Herding Ranch Dog 1 (HRD1), Obedience Class assistant, training for agility
- Buzz, All American – Canine Good Citizen (CGC), Flyball Master (FM), Obedience Class assistant, training for agility and canine freestyle
- Flash, Pyrenean Shepherd – Canine Good Citizen (CGC), Flyball Dog Champion (FDCh), Obedience Class assistant, training for agility, herding, tracking