

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

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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**

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**Canine Higher Learning** San Jose, CA 2003-Present  
*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: Group training classes for basic training and a variety of dog sports; child-dog training classes; dog behavior seminars on topics including socialization and behavior.
- Marketing/Public relations: develop and implement marketing plans including placing ads in strategic publications; track ad response rates; public relations successes include 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.
- Writing: Monthly articles in "Mountain Network News" covering dog-related topics for Los Gatos mountain community; articles in APDT "Chronicle of the Dog" on integrating children into dog obedience classes.
- Translation: English to Spanish translation of dog training materials for dog\*tec; guide marketing of training materials to Latin markets domestically and internationally.

**A Dog's Life** Sunnyvale/Palo Alto, CA 2006-2012  
*Director of Programs and Training*

- Program Development: Create and implement 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.
- Writing: Wrote curricula and collateral material for training classes; contributed to semi-monthly training articles in A DOG'S LIFE newsletter

**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: Offer 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

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**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

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- 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 & AFFILIATIONS

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- 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
- Co-Chair, South Bay Trainers Board of Directors 2012-2013
- Training Instructor at Humane Society Silicon Valley

FOREIGN LANGUAGES

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

RELEVANT EDUCATION

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- TTouch Seminar w/Jodi Frediani, 2009  
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

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- 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, scent work