

Anne Loveland

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323-864-3004

PROFESSIONAL EXPERIENCE

High energy, self-starter passionate about growing organizations. Best in team oriented, collaborative environments. Solid general management background with an emphasis in marketing. Skilled in analysis, strategic positioning, branding, sales, team building, conflict resolution and public speaking.

EMPLOYMENT HISTORY

Loveland Carr Properties, Los Angeles, CA 2005 - Present
Partner

Operate luxury residential real estate sales organization focused on architecturally significant properties. Grew sales volume 20%+ and doubled market share in declining marketplace through strategic positioning and marketing. Generated ~\$425MM in sales. Ranked Top 100 teams in Southern California for 10 years. Consistently among top 1-3% of sales agents nationally.

Previews Estate Director Previews International, Hancock Park since 2005

ConAgra Foods, Chicago, IL 2001 - 2004

Brand Manager

2002-2004

Associate Brand Manager

2001

Led Eckrich (\$320MM), Fleishmann's (\$75MM), Egg Beaters (\$65MM) and Treasure Cave Cheese (\$55MM) brands. Responsible for delivering sales and profit targets annually. Developed brand repositioning and communication strategies, new product initiatives, product quality improvements and distribution expansion strategies. Results accomplished through unleashing potential in others.

Nestle USA, Glendale, CA

1999 - 2001

Associate Brand Manager

2000 - 2001

Assistant Brand Manager

1999 - 2000

Marketed Butterfinger (\$200MM) and SweeTARTS (\$65MM) confectionary products to US consumers resulting in annual sales increase of 6%+. Team member in creating 3-5 year operating plans, annual brand plans, brand positioning, and media objectives and strategies. Responsible for executing product launches, pricing actions and communication strategies.

The Walt Disney Company, Burbank, CA

1998

Marketing Intern

Identified and developed plan to grow The Disney Catalog, a \$200MM division of Walt Disney, through customized product offerings. Developed business plan which addressed financial and operational impact of implementation.

Crossroads V Communications, Los Angeles, CA

1994 - 1997

Director, Strategic Planning and Finance

Provided consulting and management services to financially insolvent organizations in the motion picture, television and multimedia industries. Identified, invested in and co-managed a start up venture in which we held an equity position.

Wedbush Morgan Securities, Los Angeles, CA

1992 - 1994

Sold equities to institutions and individual investors. Supported trading desk activities.

EDUCATION

University of Southern California

MBA, Marketing. Vice President, Association of Graduate Business Students

University of San Diego

BBA, Business Administration. Studied abroad in Vienna after fall of Berlin Wall

OTHER

Founding member, Young Literati (2005-2008). Mayoral appointee and Vice Chair, Historic Preservation Overlay Zone (HPOZ) board (2008-2013), Marshall Alumni Association Leader (2005), Chairman of the Board, Thads.org (2007-2014), Vice President Hancock Park Terrace Condo Association (2014-2015). Active member of Los Angeles Tennis Club. Traveled extensively domestically and internationally.