



Donna L. Crane, Senior Vice President

Donna has almost 30 years of experience as a corporate executive and consulting economist. A former executive with General Electric, Donna held senior positions in both Marketing and Software Development including General Manager and Chief Information Officer for GE Information Services and GE Appliances. She was responsible for several global business units at GE Information Services and for the implementation of consumer satisfaction metrics at GE Appliances. In addition, Donna was a practicing economist for National Economic Research Associates.

For **Business Navigation Group**, Donna provides strategy development, competitive positioning, pricing, segmentation, new product introduction, change leadership and executive coaching. For several clients, she has also served as an Interim Executive: Vice President of Marketing and Chief Operating Officer.

Donna has testified before the U.S. Congress, been published in several information technology journals, and frequently speaks on the use of pricing as a significant tool for the capture and conversion of created value. In addition, Donna is the published author of a novel and several short stories. She is also an adjunct professor in the Graduate School of Business at Northern Kentucky University.

Donna holds a Bachelor of Arts degree in Political Science and Economics from The Pennsylvania State University and a Masters degree in International Economics from The American University. In addition, Donna received executive training at the International Management Development School in Lausanne, Switzerland and at GE's Management School in Croton-on-Hudson, New York.