

## Jennifer Petoff



Project Manager, PhD Scientist, Career Counselor, and Avid Traveler  
Internet

<http://www.directoryinventor.com/profile/view/53bjVHPL>

## Experience

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### Project Manager, Insights and Improvements, Global Customer Services

#### Google

10,001+ employees; Public Company; Internet  
July 2011 - Present

Lead a team of high performing project managers to deliver change initiatives to the global AdWords SMB Services teams while personally owning/driving up to 3 projects simultaneously. Plan quarterly project workstack to ensure business critical projects are covered, matched with team members skills and preferences, and signed off by key cross-functional and executive stakeholders. Directed the annual strategic planning exercise for the Google Global Customer Services organization including executive workshops, 360 degree stakeholder interviews, detailing of stretch initiatives, sizing of headcount and OPEX asks, prioritization and scenario planning, and organization-wide communication.

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### Project Manager, Global Ad Operations (Global Sales Leader Rotation Program)

#### Google

10,001+ employees; Public Company; Internet  
July 2010 - June 2011

Selected into the first cohort of the Google Global Sales Leader Rotation Program, an opportunity for strong-performing employees to work abroad. Spearheaded initiatives to increase the availability of support services to AdWords advertisers including launch of phone support to all advertisers in 37 countries in EMEA in <3 quarters. Project impact recognized by a Google Platinum Award and Google EMEA All-Star Award. Led a global operations project to define the support model for a client segment worth more than \$1B in annual revenue. Organized capacity planning exercises and associated data analysis, tactfully managed diverse cross-functional stakeholders with competing interests, interfaced with and provided regular updates to senior executives, rallied and managed resources to drive completion of four distinct work streams. Created and promoted a Market Capability Matrix, an at-a-glance global resource of AdWords support services offered per market to facilitate Project Management and Operations team decision-making.

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### Fannie Mitchell Expert in Residence

#### Duke University

Educational Institution; Higher Education  
November 2009 - November 2009

Delivered two presentations and counseled PhD students, post-docs, and undergraduates about non-traditional career paths for chemists as an invited Expert in Residence at Duke University.

## Senior Training Specialist

### DoubleClick (a Division of Google)

Public Company; Internet

March 2009 - July 2010

Trained more than 700 individuals over 60+ engagements in the classroom, on-site with clients, and by webinar including Googlers and external audiences in North America and JAPAC. Achieved high client satisfaction (98+% Satisfied, 60+% Delighted) across engagements. Developed and executed the publisher and internal training strategy for Googles upgraded 3rd party ad serving platform (DoubleClick for Publishers). Led curriculum development and built out a comprehensive training program in Google Docs to facilitate agile iteration of materials. Drove completion of the training materials a full quarter ahead of when they were needed. Revamped the DART for Publishers (DFP) New Hire Product Training Program at a time of critical organizational change. Turned participant satisfaction around (2.4/5 before vs 4.5/5 after). Catalyzed faster ramp-up of Technical Services Analysts (TSAs) with up to 3x as many support tickets resolved with higher average customer satisfaction 8.9 vs 7.5/10. Reduced trainer led time per month by over 50% while maintaining participant satisfaction. Trained more than 65% of current Support team members. Created and executed a project plan to revitalize the DFP and DART Sales Manager (DSM) Brown Bag webinar program including a publicity push that resulted in a 10 fold increase in client attendance. Partnered with the Docs and Systems teams to get recorded webinars posted online as a lasting resource for clients. Built a Publisher Training Dashboard to report on quarterly reach and client satisfaction across training media. Developed, formalized, and documented methodology to measure the business impact of of the DART for Publishers and DART Sales Manager webinar program. Leveraged results to streamline the focus of the program on high impact topics.

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## University Programs

### Google

10,001+ employees; Public Company; Internet

April 2007 - March 2009

Spearheaded MBA student engagement program for Google People Operations. Planned, executed, and measured effectiveness of educational and recruiting focused events as a senior member of the University Programs team. Initiated PhDs@Google: Beyond Computer Science, an online program to connect with graduate students and post-docs. Developed a virtual seminar series resulting in doubled student participation year-over-year. Conceived, planned, and executed the Google Faculty UnConference (FUN-Conference), a first-of-its-kind event for professors from business schools and allied fields. Sold the concept to senior leadership and won funding for the initiative. Earned strong reviews from both faculty and Google attendees. Drafted a Career Development presentation on Using Google Tools to manage a job search. Evangelized Google Products while giving students valuable career advice. Delivered the presentation in an invited lecture at the American Chemical Society National Meeting, on six campuses across the U.S., and as a webinar.

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## Volunteer Career Consultant

### American Chemical Society

1001-5000 employees; Nonprofit; Nonprofit Organization Management

2006 - June 2010

Nominated and appointed by ACS governing board. Counseled chemists on resume preparation, job

search strategies, and networking best practices. Specialized in resume reviews and mock interviews. Delivered workshops on resume writing, job search strategies, and interview skills.

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## **Ph.D. Recruiting, MBA Recruiting, and University Relations Manager**

Rohm and Haas / England

Public Company; Chemicals

July 2005 - February 2007

Developed and implemented campus recruiting strategy including school selection and budget allocation. Led initiatives to attract a global and diverse pool of technical and commercial talent. Established and built relationships with students, professors, and Career Center representatives at key universities. Coordinated and motivated over 100 volunteer interviewers. Connected with hiring managers to identify top candidates and guide them through the interview, offer, and onboarding processes.

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## **Rotational Program Administrative Manager**

Rohm and Haas / England

Public Company; Chemicals

July 2005 - February 2007

Partnered with corporate leaders to identify annual hiring needs for Polymer, Research Engineering, and Electronic Materials Rotational Programs. Negotiated the program budgets. Quarterbacked the interview process to land top-rated talent. Mentored program participants and oversaw the performance management process to transition future technical leaders into full-time roles.

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## **University Relations Benchmark Project Leader**

Rohm and Haas / England

Public Company; Chemicals

January 2004 - February 2007

Led a special project team to compile comprehensive data on the relationships that Rohm and Haas has with universities and other external organizations around the globe. Evaluated where Rohm and Haas was investing research dollars outside of the company and what benefits were being realized in return.

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## **Senior Scientist**

Rohm and Haas / England

Public Company; Chemicals

February 2003 - June 2005

Emerging Technologies Department Developed innovative catalysts for insertion polymerization of olefins to yield novel copolymers. Collaborated with different business units to test performance characteristics of the polymers produced. Made key contributions to successful research proposals for external funding. Oversaw relationships with prominent academic research partners. Authored articles and reports to promote the project internally and externally.

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## **Senior Scientist**

## Rohm and Haas / England

Public Company; Chemicals  
January 2003 - February 2003

Polymer Rotational Program: Architectural and Functional Coatings Process Technology Department Designed and executed a series of experiments to determine factors that affect the product quality of an industrial thickener. Recommended protocols to manufacturing engineers to eliminate costly off-grade material.

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## Travel Content Manager

### Meliovation, Inc.

1-10 employees; Privately Held; Leisure, Travel & Tourism  
2003 - 2007

Managed online travel content for the Vacation Designer family of software products (<http://www.VacationDesigner.com>). Vacation Designer is a Windows software product published by Meliovation to bring excitement, inspiration, and organization to the research and planning of an entire vacation. It offers tools to locate places of interest, browse travel websites, collect trip details, and create a day by day itinerary that you can print and take with you.

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## Senior Scientist

### Rohm and Haas / England

Public Company; Chemicals  
June 2002 - December 2002

Polymer Rotational Program: Architectural and Functional Coatings Department Formulated and exhaustively tested the applications properties of experimental paint binders. Garnered statistically significant data relating synthesis conditions to product performance.

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## Board Member, Technical Community Organization

### Rohm and Haas / England

Public Company; Chemicals  
January 2002 - December 2006

New Faculty Award Selection Committee Member (2007) Past-Chair (2006) - Advised current board members on organizational history and best practices. Chairperson (2005) Coordinated board meetings and set the agenda for the organization. Established a New Faculty Award to help foster university relations and promote an influx of new scientific ideas. External Seminar Chair (2004) Arranged for a record number of academic speakers while staying within budget. Defined metrics to document the impact of each seminar topic as a function of cost. Secretary (2003) Took the lead role in organizing the biennial Technology Fair.

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## Technical Recruiting Volunteer

### Rohm and Haas / England

Public Company; Chemicals  
January 2002 - June 2005

Team Leader for Ph.D. Recruiting and University Relations at Stanford University Acted as primary liaison between Rohm and Haas and the Stanford Chemistry and Chemical Engineering

Departments. Initiated and maintained programs that promote the visibility of Rohm and Haas at Stanford while searching for outstanding Ph.D. level talent. On-Campus Recruiter Served as an on-campus interviewer at UC Berkeley (2003-present), UC Santa Barbara (2004-present), U. Wisconsin at Madison (2002), and NC State (2002). On-Site Recruiter Veteran member of the Ph.D. Rotational Program candidate selection and interview team. Selected candidates for site visits. Organized schedules and guaranteed that interviewers were properly briefed on the legal guidelines for questioning applicants. Collected interviewer feedback to facilitate the hiring decision. Served as a corporate ambassador to ensure that candidates left with a positive impression of Rohm and Haas.

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## **Senior Scientist**

Rohm and Haas / England

Public Company; Chemicals

June 2001 - June 2002

Polymer Rotational Program: Plastics Additives Research Department Engineered particle size distributions and developed innovative experimental procedures for the production of improved quality, lower cost acrylic impact modifiers.

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## **Senior Chemist, Unipol Catalyst Skill Center**

Dow Electronic Materials

10,001+ employees; Public Company; Chemicals

February 2001 - April 2001

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## **Senior Chemist, Unipol Catalyst Skill Center**

Union Carbide

10,001+ employees; Public Company; Chemicals

August 1999 - February 2001

Developed inventive transition metal catalysts for the production of polyethylene and functionalized copolymers. Oversaw pilot plant campaigns to scale-up promising results and determine their merit under commercially practiced conditions.

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## **Graduate Student**

Stanford University

Educational Institution; Higher Education

September 1995 - June 1999

Doctoral Candidate in the Laboratory of Professor Robert Waymouth ? Conducted research in collaboration with Amoco Chemical Company (now BP) to produce an inventive family of elastomers. Trained new users on a Varian Unity Inova 300 MHz NMR spectrometer, fielded operator questions, and solved procedural problems. Educated new group members in lab safety procedures. Implemented a written protocol for handling potentially explosive materials. Interfaced with chemistry department staff, Environmental Health and Safety personnel, and government inspectors to ensure strict compliance with health and safety regulations. Teaching Assistant, Introductory Chemistry and Organic Chemistry ? Oversaw two teaching assistants and 100 students. Created and presented class/test materials. Resolved student questions and concerns. Led discussion (25 students) and review sessions (400 students). Supervised in-class demonstrations of scientific principles.

## Summer Intern

### Raychem Corp.

Public Company; Electrical/Electronic Manufacturing  
June 1995 - August 1995

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## Industrial Internship

### Xerox Corporation

10,001+ employees; Public Company; Information Technology and Services  
September 1994 - May 1995

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## Research Assistant

### University of Rochester

Educational Institution; Higher Education  
1991 - 1995

Bausch & Lomb/Xerox Advantage Intern (1993) Intern in the Center for Photoinduced Charge Transfer (1994) Internship and Senior Thesis Research (1993-1995) with Prof. Gui Bazan Research Assistant to Prof. Richard Eisenberg (1992)

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## Education

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### Stanford University

#### Chemistry

1995 - 1999

Activities and Societies: American Chemical Society (ACS), Association for Women in Science (AWIS), Association for the Advancement of Science (AAAS)

Franklin Veatch Memorial Fellowship

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### University of Rochester

#### Psychology

1991 - 1995

nee Jennifer Maciejewski

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### University of Rochester

#### Chemistry

1991 - 1995

Activities and Societies: Alpha Phi Fraternity, Phi Beta Kappa, Golden Key National Honor Society, Campus Program Board, Arts Committee

KPMG Peat Marwick Scholar's Award American Chemical Society Rochester Section Award Analytical Chemistry Society Award Bausch & Lomb/Xerox Scholarship

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## Patents (18)

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### **Catalytic composition and its preparation and use for preparing polymers from ethylenically unsaturated monomers (1 worldwide citation)**

Brian Leslie Goodall, Jennifer Lynn Petoff, Han Shen  
April 3, 2007: 07199074

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### **Catalytic composition and its preparation and use for preparing polymers from ethylenically unsaturated monomers**

Brian Leslie Goodall, Jennifer Lynn Petoff, Han Shen  
February 6, 2007: 07172986

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### **Catalytic composition and its preparation and use for preparing polymers from ethylenically unsaturated monomers (2 worldwide citation)**

Brian Leslie Goodall, Jennifer Lynn Petoff, Han Shen  
August 8, 2006: 07087687

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### **Processes for preparing multimodal polymer particle compositions (2 worldwide citation)**

Raymond Gerard Hamilton, Morris Christopher Wills, Kirk Harold Moyer, Jennifer Lynn Petoff, Joseph Robert Adamo  
January 24, 2006: 06989410

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### **Catalytic composition and its preparation and use for preparing polymers from ethylenically unsaturated monomers**

Brian Leslie Goodall, Jennifer Lynn Petoff, Han Shen  
December 15, 2005: 20050277749-A1

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### **Catalytic composition and its preparation and use for preparing polymers from ethylenically unsaturated monomers**

Brian Leslie Goodall, Jennifer Lynn Petoff, Han Shen  
December 15, 2005: 20050277569-A1

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### **Multimodal polymer particles and uses thereof (5 worldwide citation)**

Raymond Gerard Hamilton, Morris Christopher Wills, Jennifer Lynn Petoff, Joseph Robert Adamo  
April 26, 2005: 06884844

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### **Catalytic composition and its preparation and use for preparing polymers from ethylenically unsaturated monomers**

Brian Leslie Goodall, Jennifer Lynn Petoff, Han Shen  
February 24, 2005: 20050043494-A1

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### **Aqueous multistage emulsion polymer composition**

Rosemarie Palmer Lauer, Jennifer Lynn Petoff  
February 3, 2005: 20050027079-A1

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### **Multimodal polymer particles and uses thereof**

Raymond Gerard Hamilton, Morris Christopher Wills, Jennifer Lynn Petoff, Joseph Robert Adamo

[View all \(18\)](#)