



Employee Profile: **Olivia Parr-Rud**

Position/Title:

Field marketing - senior analyst

Location:

Philadelphia

Length of time with Planetpro:

4 years



My academic background:

I have a Bachelors in math and a Masters in statistics.

Born and raised in:

Central Pennsylvania. I lived out west - Colorado, Arizona and California - for 20 years.

In my spare time...

I love inspirational reading and funny movies. I'm also a political junkie.

My passion:

I'm very interested in the human component of business. I have been working with clients for several years in areas of communication, change management, team building and leadership development. One thing I'm passionate about is unveiling the link between business success and human competencies, which is the subject of my last book, Business Intelligence Success Factors (Wiley/SAS 2009).

I feel proud...

...that I've followed my heart in my work. Earlier in my career, many years of research and study in the areas of data mining and business intelligence led to the publishing of my first book. It would have been easy for me to pursue this path of proven success.

But in the years that followed, I saw that real success was achieved through the blending of analytics with the development of human skills such as communication and collaboration. So I chose to focus my research in this area. My book makes a business argument for developing human potential by unveiling the link between our increasingly volatile economic climate, new models from evolutionary biology and quantum physics, and the inspired leadership that is so critical for success in business today. In it, I share knowledge that helps

companies in our high-tech, fast-paced global economy achieve more success by blending analytic tools and holistic organization practices that optimally leverage both quantitative and qualitative considerations.

About the culture at Planetpro:

People here are treated with a lot of respect and value. My research in emergent structure, evolutionary biology, and quantum physics has allowed me to understand the benefits of collaboration and strong communication within an organization. So I see that one of the competitive advantages that Planetpro, as well as my current client, has to offer is the empowerment-based leadership style it encourages its people to pursue. My current client offers a collaboration-rich working environment. And by working for Planetpro, I have been able to follow my belief: heart-based work.

Interesting fact about me:

I'm a spiritual seeker - not in a religious way- but in a way that tries to understand the universe and leverage the power of energy to create a better world. I do a lot of work with gratitude and finding the silver lining.

What inspires me:

I am truly inspired by what is possible through the power of positive thinking. I love to empower people to achieve their goals. I feel that many of us never reach our full potential because of negative experiences from our past. Many of us are wounded, and our culture creates fear which further paralyzes us. I use energy work on myself and others to clear traumas and blocking beliefs. I feel that it empowers us to pursue our dreams.

