

BONNIE TOW



HEAD AGILE OFFICER
Sears Holding Corporation

sears

CREDENTIALS

Center for Agile Leadership®
Certified Agile Leader

Scrum Alliance
Certified ScrumMaster
Certified Scrum Product Owner

Six Sigma Green Belt

ABOUT BONNIE

Bonnie Tow is a seasoned marketing leader who specializes in developing integrated marketing strategies supporting initiatives involving business development, new products and services, market research, analysis and segmentation, branding and identity, field sales and operations. As a Six Sigma trained and Green Belt certified in the DMAIC process, Bonnie's strong interpersonal and communication skills, coupled with her ability to communicate a shared vision and her astute negotiation abilities make her an ideal Agile leader.

Bonnie's strengths include successfully managing cross-functional teams, creating marketing solutions, managing complex research project plans, and overseeing multiple 3rd party partners to deliver robust business gains and substantial cost savings.

As a leader Bonnie is passionate about solving complex business problems. She believes in servant leadership and is always willing to roll up her sleeves for the better of the team and the company. She has an innate ability to translate a complex strategy into a vision with an actionable road map and believes that there is no problem that can't be solved with the right attitude and commitment. Her influential leadership style enables her to effectively manage change within a large organization.

In her personal life, Bonnie has been an avid swimmer since 6 years of age. She swam competitively through college and now teaches and coaches swimming for ages 3 to 15. She is a mother of 2 beautiful adult children and a wife of the most amazing man of 26 years.

DETAILS

FAMILY



BRIAN



HANNAH



ERIC



TEDDY TOW

HOBBIES



SWIMMING



KAYAKING

HOMETOWN

ILLINOIS

VERNON HILLS, ILLINOIS

WHAT OTHERS HAVE TO SAY

"Bonnie is a rare combination of leadership, experience, intellect, common sense and passion which increases the value and success of everything she delivers."

"Bonnie's strong IT and business Loyalty Marketing acumen makes her an invaluable resource within SHC's dynamic, demanding Customer Loyalty space."

"Bonnie is proficient defining business strategy, product management, leading change and managing with a strong business and financial acumen."

"Amazing people skills and I was fortunate to be part of her lucky 25+ member team. Unmatchable asset to the organization handling three different roles at the same time."

PERSONAL SLOGAN: "KEEP ON SWIMMING. YOU EITHER LEARN OR SUCCEED. YOU NEVER FAIL."