

Joyce M. Coleman  
9850 Eastdell Avenue  
St. Louis, Missouri 63136

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314 414 2900 x98 (voice). E-mail: [jcoleman@wecareworldwide.com](mailto:jcoleman@wecareworldwide.com)

**BUSINESS CONSULTANT – PROJECT MANAGER – SPEAKER - AUTHOR**

Accomplished and integrity-driven professional offering over 23 years of consistent business success on national and international levels with strong concentration and enormous success in project management, process optimization, customer service management, call center management, business start-up support, and airline operations.

Recognized as an experienced and accomplished leader with strengths in reengineering business processes, facilitating effective brainstorming sessions, developing ideas into objectives with supporting strategies, business communications, building consensus, and building “power teams” that add value to the organization and its bottom line. Very effective in “unchartered waters.”

**Professional Strengths:**

- Project Management
- Strategic Planning
- Customer Service Management
- Call Center Management
- Airline Operations
- Problem resolution
- Process Development and Implementation

**Notable Achievements:**

**Eagle Award Winner.** One of 13 recipients from recommended candidates throughout the United States. Criteria were business achievement and community service among minorities.

Inducted into **New York YWCA Academy of Women Achievers**, class of 1993. This organization recognizes women who have made substantive accomplishments as corporate managers.

**Conference Facilitator and Presenter** – Institute for International Research in its “Best Practices in Service Recovery” Series.

**First African American female corporate officer at a major U.S. airline** – Served as Corporate Officer and Vice President of InFlight Operations at Trans World Airlines 1995-1999.

**Professional Background:**

**OPERATIONS & LABOR MANAGEMENT**

Managed Airline’s 4,000 flight attendant **contract labor force**, including **manpower planning, schedule optimization, hiring and training, and associated budgets**. Oversight responsibility for compliance with Trans World Airlines – International Association of Machinists – Airline Workers (TWA-IAM) labor agreement – flight attendant division. **Negotiation team member** – 1999 contract between TWA and IAM.

Managed airline’s **food, beverage, entertainment, and amenity** services, including budgets, contract negotiations, product design and implementation. Restructured manpower and training to optimize staffing, while reducing overall costs and improving quality of life for labor group. **Restructured food, beverage, entertainment and amenity areas** on activity-based costing model in order to maximize effectiveness, while reducing unit costs. Customer favorable response to service improved at the conclusion of the process. Company earned coveted **J. D. Power** Award for 3 years.

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**Human resources, labor contract and operations airline expert.** Consultant to legal firm to assess processes used and mitigate loss through research, analysis, benchmarking, and presentation skills.

**Charter Airline Startup Team Member** – Cabin Crew Management, including manuals, training, FAA requirements, food and beverage services. Start-up airline – People Airways.

### **CUSTOMER SERVICE**

Managed Airline's **Consumer Affairs** department including **Service Quality Improvement** program, resulting in 300% improvement in customer ratings. Re-engineered department to become customer focused: re-trained personnel in customer service skills, and involved all department managers in customer focused problem identification and resolution. Directed the development and implementation of customer service skills training for customer interface groups throughout company. Resulted in over 300% improvement in Airline's overall complaint ratings at Department of Transportation, elimination of unfavorable service reviews in national travel publications.

Through the development and utilization of cross-disciplinary teams, **conceived, developed, and implemented user friendly database software** that permitted 22,000 front line personnel throughout the company to deliver amenities and letters of apology to customers in the event of service failures. System acted as "Power Tool" to support employee empowerment and captured cost and performance data for analysis and follow-up.

Through information analysis, measurement systems and communication, **instrumental in effecting a paradigm shift in Airline's view of Customer Service** role in customer satisfaction and retention.

Developed, implemented and administered **Service Quality Improvement Teams** to measure performance in critical customer interface areas throughout company. Developed and administered a database that provided benchmark analysis of performance and recommendations for improvement. Team members contracted on barter basis.

**Developed and taught customer service courses** for following clients: (1) Willia Brown Aviation Project, and presented the course at community colleges throughout California (Orange County, Peralta, San Diego, San Bernardino, Sacramento); (2) Kansas City School District front line Administrative Staff; and (3) May Company call center.

### **GENERAL**

**Author, Writer, Speaker and Lecturer:** How looking back into one's personal history through the filter of time can help excavate one's strengths, understand and address weaknesses, and lead to discovery of unique and powerful paths to the future. Topics also include "Impact of Positive Images on Minority Youth", "Customer Service Management", "and Managing for Success". Writing samples online at [www.joycecoleman.com/articles.htm](http://www.joycecoleman.com/articles.htm).

**Co-founder and Chairperson of Board:** Positive Images Community Outreach, Inc. a not-for-profit 501(c)(3) organization (1993-1997) in Southwest Mississippi that provided area youth with activities that develop skills, talents, and visions necessary for successful like experiences. The Mississippi Arts Commission was among financial resources. ([www.positive-images.net](http://www.positive-images.net)).

**Entrepreneur:** Online presence as business owner or co-owner at the following web sites: [www.joycecoleman.com](http://www.joycecoleman.com); [www.locusthillpublishing.com](http://www.locusthillpublishing.com); [www.wecareworldwide.com](http://www.wecareworldwide.com); [www.youngceos.biz](http://www.youngceos.biz); [www.globallearning.biz](http://www.globallearning.biz); and [www.ebizglobal.org](http://www.ebizglobal.org).

Lifetime Member: **Strathmore's Who's Who Registry of Business Leaders.**

Member: Publishers Marketing Association. Small Publishers Association of North America, St. Louis University Council of Women.

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**PROFESSIONAL EXPERIENCE**

- 7/99 – Present    Joyce Coleman and Associates; Locust Hill Publishing. St. Louis, Missouri.  
**Founder and President. Author, Speaker, Consultant** – Peak Performance; Customer Engagement Management; Business Process Optimization
- 2/06 – Present    We Care Worldwide, Inc. St. Louis, Missouri.  
Chief Operating Officer – Development of strategic, mutually beneficial business partnerships; Youth entrepreneur programs development and implementation; Internet communications platforms geared for urban settings; sponsorship acquisition; Cause marketing
- 8/03 – Present    Osprey at [www.ospreyvision.com](http://www.ospreyvision.com). St. Louis, Missouri.  
**Client Services , Executive Team Member** – Strategy and research Consultancy helping leading service organizations increase revenue by creating and sustaining customer value
- 2001-2002        Shook, Hardy, & Bacon  
**Expert Consultant.**
- 1999 – 5/06        AAA of Missouri Insurance Division. St. Louis, Missouri.  
**Advisory Board Member**
- 7/99 – 10/01      People Airways (Start-up). Oakland, California.  
**Start-up Management Team Member**
- 4/95 - 7/99        Trans World Airlines. St. Louis, Missouri  
**Corporate Vice President - InFlight Services**
- 1996 – 1998      International Airline Transportation Association (IATA)– InFlight Services Division. London, England.  
**Board Member**
- 1997 – 1998      St. John’s Mercy Hospital. St. Louis, Missouri  
**Advisory Board Member**
- 1991- 1995        Trans World Airlines. Mt. Kisco, New York/St. Louis, Missouri  
**Staff Vice President - Customer Relations**
- 1986 -1991        Trans World Airlines. New York, New York  
**Staff Vice President - On-Board Services**
- 1977 -1986        Trans World Airlines. St. Louis, Missouri  
**Regional General Manager - InFlight Services**
- 1976 - 1977        Trans World Airlines. Chicago, Illinois  
**Manager - Flight Attendants**
- 1974 - 1976        Trans World Airlines. New York, New York  
**Staff Analyst - InFlight Services**
- 1969 - 1974        Trans World Airlines. Chicago, Illinois  
**Supervisor - Flight Attendants**

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***EDUCATION***

**University of Oklahoma. Norman, Oklahoma**

Major: Physical Chemistry

Published results of research for Masters Thesis

Cis 1,2 Dicarboxylic Acid Cyclobutane (Acta Crystallographa)

**Alcorn State University. Lorman, Mississippi**

BS, 1965

Major: Chemistry

Minor: Mathematics

References available upon request