

Hope Olsen, PMP, MBA



Position: VP External Relations

Biographical Statement: Hope is a Senior Project Manager in the IT department at Cook Children's Health Care System, where she manages projects of various complexities and challenges. Her portfolio has included projects within Biomedical Technology, Enterprise Resource Planning, Business Applications, and Server/Infrastructure. She has over 15 years of experience managing projects. Her background includes JPS Health Network and Midmark Corporation serving many customers as a consultant.

Hope's volunteer experience over the last 10 years includes Metrocrest Services (<https://www.metrocrestservices.org/>) programs (Sack Summer Hunger, Christmas Store, and Food Pantry Volunteer). She also serves as the Finance Administrator for her daughter's select travel Softball team.

Services to PMI: Hope has been active within PMI and the Fort Worth chapter in the following ways:

- Participated in outreach activities and education with various academic organizations
- Organized chapter participation in the 2020 Future Cities competitions
- Joined Fort Worth chapter leadership team in 2020 as the Manager of Academic Outreach
- Active member of PMI since 2012
- PMP certified November 2014

Action Statement: The areas that I would like to focus on as VP External Relations are:

- Cultivate relationships with academic organizations built through my previous role as the Manager of Academic Outreach and complete the following:
 - Engage with organizations that partnered with Fort Worth PMI pre-Covid and discuss the best ways to continue and relaunch in person events
 - Continue to leverage and grow remote options for Outreach that were implemented during Covid
- Energize current members and bring in new members through the development and roll out of marketing and advertising programs. This would include a push for more branding of the Fort Worth PMI Chapter
- Look for enhancements and opportunities with the already strong communications team
 - Leverage communication methods and mediums to reach members and potential members through channels such as Podcasts, Social Media, Blogs, LinkedIn Articles and other formats
 - Create new informational actions through the ability to post topics and questions to other members and experts within the chapter
- Build upon the paradigm shift that occurred through Covid where multiple communication mediums came to the forefront in allowing people to be engaged with the chapter and with each other
 - This would include creating new and dynamic virtual meetings as well as new formats to deliver content