



*“By utilizing the CPS process and tools, my sales teams were able to fully integrate into the client organization and were better positioned to provide proactive sole-source solutions.”*

- Anna Marie Cwieka

Anna Marie Cwieka is a Critical Path Strategies consultant and facilitator. With over 25 years of sales, marketing, planning, and analytical expertise across a wide array of industries, Anna Marie brings a broad base of skills to the account management process.

Anna Marie has 20 years of sales management experience, which has included cross-SBU management of internal resources from multiple lines of business to address the global needs of individual Fortune 100 clients. Communication of client needs to a broad base of local sales and operations teams and coordination of service delivery are two areas of particular expertise. Further experience in alliance development and management has allowed Anna Marie to work alongside her clients and gain valuable first-hand experience in best practice capture and application.

Prior to forming her own company, Optimum Results, Inc., in 1998, Anna Marie served as both manager of Business Development and national account manager for WMX Technologies. As national account manager for both the Brand companies and the WMX family of companies, she was responsible for negotiating national agreements, identifying major projects, leading strategy development, and directing local and regional sales and operations teams.

Before joining WMX Technologies, Anna Marie worked with Fluor Corporation and Global Marine Development in various marketing roles, including market analysis, business development, and research and strategic planning.

Anna Marie received an undergraduate degree in business administration from California Polytechnic State University in San Luis Obispo, California, and a concentration in international economics from the University of Bath, England.

Beyond facilitation, Anna Marie works with clients to activate their strategies as well as in specific initiative activation. Anna Marie and her husband Glenn live with their son Zachary in Mission Viejo, California.

