
MARKETING, PRODUCT MANAGEMENT & SALES

Consumer/Business Product & Service Companies – Success in Driving Product Growth, Strategy & Brand Awareness
Held P&L accountability for businesses, projects or products valued in excess of \$200 million & growth rates of 70%

CAREER PROFILE

Accomplished Marketing & Sales Executive — Extensive experience and exceptional success in the strategic planning, execution and management of targeted marketing campaigns and sales programs for startup, high-growth and world-class technology enterprises. Acutely tuned to market drivers, industry trends, competitive activities and the voice of the customer. Outstanding presentation, negotiation, closing and account management skills.

Consummate Business Manager — Superior business acumen with strong entrepreneurial orientation, financial discipline and team building talents. Expert in process design and reengineering; productivity and operational performance improvement; and cost reduction and control. Confident, capable and valuable as a leader at the project, team, divisional and corporate levels.

Technology Innovator & Product Marketer — Skilled in leveraging technology to create competitive advantage, drive growth and enhance customer-perceived value. Equally successful in utilizing IT to streamline operations, improve human efficiency and facilitate organizational performance excellence. Experience spans: IT and telecom products and services development; network design and management; database design and administration; and project management.

QUALIFICATIONS & EXPERTISE

New Business Development
Strategic & Tactical Marketing
Product Management & Development
Strategy — Business, Marketing, Technology
Complex Project Management
Business Information Technology
Business Process Design & Reengineering
Integrated Marketing & Sales Management
Budget Management & Financial Analysis
Consultative & Relationship Sales
Team Building, Mentoring & Leadership
Key Account & Territory Management
Executive Advisory & Decision Support
Customer Relationship Management
Vendor & Contract Management
Operations & P/L Management

PROFESSIONAL EXPERIENCE

KentCo Consulting, LLC, Jeffersonville, IN 2002 to 2003 & 2005 to Present
Private Management Consulting Firm Serving Small- and Mid-Sized Businesses Representing Diverse Industry Sectors

PRINCIPAL

Manage business operations and consulting services engagements — specialization in strategic business planning, strategic and tactical marketing, business process engineering, operational performance improvement, IT planning and implementation — on behalf of business in startup, growth, turnaround and restructure stages. Identify and acquire new business opportunities, negotiate contracts, plan and provide deliverables, and build and manage customer relationships.

Highlights of Projects & Successes

Business Development & Marketing — Startup IT Services Company

- Retained to conceive, develop and execute product marketing and management strategy for implementation of 2,000+ iMac systems into several of Kentucky's largest school districts and higher education institutions (client is a state contractor involved in development of a GRID systems network supporting clinical research/drug discovery).

Disaster Recovery & Business Continuity — Medical Professional Offices Complex

- Assessed platform and network for vulnerabilities to attack or failure. Implemented new/upgraded backup practices — including off-site backup and storage — and wrote disaster recovery procedures. Advised personnel in managing information to conform to IT best practices and HIPAA guidelines.

Operational Performance Improvement — Re-Launched Communications Services Company

- Slashed order-to-invoicing cycle from 20 days to 12 and reduced labor costs by 10%+ by streamlining the order entry system, and reengineering business and sales processes. Expanded deliverables to include coaching interventions that improved communication and cooperation between sales, operations and customers.

Financial & Statutory Reporting — \$70+ Million Not-for-Profit Foundation

- Redesigned request/application for funding to meet IRS regulations and reporting criteria. Designed and launched organization's website to include the new form, and created an auto-response feature for conveying eligibility information. This streamlined back-office while reducing risks associated with noncompliance to federal statutes.

nFusion Technologies, LLC

2003 to 2005

*Startup IT Services Company — “Corporate-Level” IT Services Customized for Small- and Mid-Sized Businesses in Diverse Industries***MANAGING PARTNER & MARKETING DIRECTOR**

Equity partner contributing to overall operations management and sharing P&L accountability for a startup technology company — specialization in network development and technical support services provided to small- and medium-sized companies. Personally managed the marketing and sales functions, and served as the principal IT planner, systems designer and project manager. Hired, scheduled, mentored and led team of nine Network Engineers and IT Technicians.

Management & Leadership Successes

- Improved cash flow 12% by launching a monthly service contract agreement option to new and existing customers.
- Delivered 10% reduction in COGS and slashed shipping costs 35% by centralizing equipment purchasing.
- Distinguished company as winner of the “Rising Star Award” by the Southern Indiana Chamber of Commerce, 2004.
- Ranked the company as a “Top 20 Provider of Computer Networking Services” the Business First’s Book of Lists for Louisville, KY, September 2004.

Marketing & Sales Results

- Delivered 44% growth — nearly 15% better than business plan — within 20 months of re-launching the company.
- Targeted and acquired accounts with high-profile local clients — Kentucky Derby Festival, Byerly Ford, Great Escape Theaters, Army Corp of Engineers.
- Conceived and executed the company’s startup and growth marketing strategies — focus on competitive differentiation, value-based product/service offerings, expertise in IT solutions and services for small businesses.
- Established competitively important partnerships with world-class vendors — Microsoft, CISCO, Dell, HP, Novell, Symantec, Trend Micro, Toshiba and Veritas.

Lightyear Communications/UniDial Communications, Louisville, KY

1997 to 2001

*National Telecom Services Reseller — WorldCom, Sprint, IXC, Wiltel — in 2001, 650 Employees, 2200 Direct and Indirect Sales Agents***DIRECTOR — PRODUCT DEVELOPMENT, Data/Voice Services Division (1999 to 2001)****DIRECTOR — BRAND MANAGEMENT, Voice Services Division (1997 to 1999)**

Managed P&L for technology product/services portfolio (voice and data services) representing \$200+ million in annual sales, and directed the entire product lifecycle including its integration with corporate IT, sales, finance and customer service. Developed and executed targeted marketing (direct and indirect marketing channels and associated sales activities), branding, communications and multimedia advertising for the product line.

Promoted to Director of Product Development for Data Services division while retaining ownership of brand management and sales/marketing interface responsibilities for Voice Services. Hired, mentored and led a team a core team of up to 18 in marketing, product management technical sales/support roles. Directly managed \$2 million budget and shared P&L accountability for \$30+ million in marketing and sales expenses.

Management & Leadership Successes

- Gained the attention of top-tier executives by conceiving, developing and implementing SPARC — Shared Priorities, Allocated Resources and Commitments — as an enterprise-wide business process/solution to corporate project management. Reduced product development cycle time by 25%+ and facilitated 15% decrease in overall costs.
- Chaired corporate-wide senior executive strategic planning meetings. Initiated and chaired the Pricing Committee tasked with strategic and tactical pricing for all products/services nationwide.
- Represented the company to the media and telecom industry. Spoke on industry and regulatory topics at national corporate events and worldwide industry conferences including the Telecom Resale Conference in London, 1999.

Marketing & Sales Results

- Credited with personal contributions to: achieving and supporting 70% overall growth in revenue over five-year period; 35% annual growth rate for products (\$10 million over target) in 1998; and ranking of the company as 9th “Fastest-Growing Private Companies in the US” and 19th for “overall growth rate” by INC Magazine, October 1998.
- Developed and launched the company’s first line of facilities-based network products deployed on its new \$40 million national data network — \$850,000 in new contracted revenue within first 90 days (rollout to eight cities) with \$68 million projected for second-year (rollout to 20-city nationwide network).
- Led integration of provisioning, pricing, billing, invoicing and customer communication features into \$18 million software systems package.

AT&T, Louisville, KY

1988 to 1997

Earned Performance-Based Promotions — Technical Sales, Product Management, and National and Major Accounts Management Positions — Over Nine-Year Tenure with this Global Telecom

DATA NETWORK ACCOUNT EXECUTIVE (1994 to 1997)

INTERNATIONAL SPECIALIST (1991 to 1994)

BRANCH OFFICE SPECIALIST (1990 to 1991)

SYSTEMS CONSULTANT (1988 to 1990)

Areas of functional accountability were diverse and high-level, including: new business development; integrated sales and marketing; direct and indirect sales; pre- and post-sale technical advisory; aftermarket sales and cross-selling; proposal development and presentation; service coordination; vendor relations; and relationship and key account management.

Highlights of Achievements & Results

- Led installation of SDN product at 4,200+ retail sites for two major national accounts (Kentucky Fried Chicken and Long John Silvers). Brought the project in on-time and within budget while meeting customer satisfaction goals.
- Achieved 134% of annual sales objective as Data Network Account Executive for the entire Kentucky territory — accomplished as AT&T was transitioning to new market segmentation vs. focus on major accounts.
- Ranked among the Top 20 Regional Sales Performers, 1996.
- Placed in the top three within AT&T's Southern Region based on achieving 120% of goal for international sales, 1991.
- Guest Instructor, "How to Implement SDN" at AT&T University of Sales Excellence (taught eight times a year).
- Member, "Achiever's Club" for outstanding performance in sales for AT&T Southern Region, 1990 and 1992.

EDUCATION

MA — Information Technology Management, 2006

WEBSTER UNIVERSITY, St. Louis, MO

MBA — Management, 1987

WEBSTER UNIVERSITY, St. Louis, MO

BA — Economics, 1983

Studies in Eastern European Economics, Austro-American Institute, Vienna, Austria and Budapest, Hungary

DePAUW UNIVERSITY, Greencastle, IN

PROFESSIONAL & CIVIC AFFILIATIONS

Board of Directors & Chairman of the Breakfast Series

LEADERSHIP SOUTHERN INDIANA — LSI

Graduate & Member

KENTUCKY & INDIANA REGIONAL LEADERSHIP COALITION

Board of Advisors & Member of Grant Award Review Committee

COMMUNITY FOUNDATION OF SOUTHERN INDIANA

Former Chairman, Technology Council Subcommittee

SOUTHERN INDIANA CHAMBER OF COMMERCE