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CAREER SUCCESSES

Strategic Sales & Marketing — Business Management & Leadership

Addendum to Resume

DIRECTOR — PRODUCT DEVELOPMENT

Lightyear Communications

- *Created and deployed an efficient, cost-effective product development process and launched a set of Next Generation Communications products in 20 target cities.*

Challenge It was my challenge to steer the development of a commercially exciting portfolio of next generation business communications products. Lightyear Communications had invested \$40 million in a new nationwide network and survival of the company depended upon our ability to quickly go-to-market with a product offering that would create positive ROI for the network.

Actions I took ownership of entire product development and marketing effort, and rallied cooperation and contributions from key personnel from across the company in sales, marketing, IT/network engineering and customer service functions for developing a formal product strategy targeted at the SMB sector.

Results We were first-to-market — beat the competition by two years — with Asynchronous Transfer Mode (ATM) premises-based products driven by a high-performance ATM backbone nationwide network, training programs for the direct sales force, and a high-end marketing program with polished looking collaterals and sales support materials. Launched in eight major cities within one year and 90 days months later, rolled-out in the remaining 12 original target cities. With a high-potential product offering and a solid marketing and delivery platform, the company was attractively positioned for growth or sale.

Talents I am proficient in creating and executing product development strategies with roadmaps that deliver results. My understanding of the marketplace is vast, my instincts are on-the-mark and my timing is excellent. In this situation, I brought my team building and leadership talents to bear in collaborating on a mission-critical enterprise initiative.

DIRECTOR — BRAND MANAGEMENT

Lightyear Communications

- *Conceived and implemented SPARC; a formal business process that optimized ROI for startup technology company.*

Challenge In a startup, everyone — particularly members of the management team — need to take personal responsibility for contributing to revenue generation and cost control. We were operating under severe resource constraints (capital, people, time) and mission-critical projects were often “reprioritized” in the interest of the latest hot project or “fire drill.”

Actions I created, developed and deployed an enterprise business process — SPARC: Shared Priorities, Allocated Resources and Commitments — for analyzing, prioritizing and maintaining focus on the projects that would provide the greatest, most immediate ROI for the company. Evaluated and selected projects based on their alignment with the business plan and primary corporate objectives.

Results Improved cross-departmental communications, placed ownership of corporate performance on all internal stakeholders, and defined and held focus on enterprise-level priorities and goals. I cut the development time of products by at least 25%, decreased costs by an estimated 15% because of the reduction in duplicate work efforts in other departments, brought focus to projects that saved the company 10% in operating expenses or equally in increases to its income, and finally increased confidence internally and externally that what was committed to would actually be delivered.

Talents Entrepreneurial orientation, business acumen, big-picture perspective and superior project management skills; my ability to develop business processes and gain cooperation from diverse individuals toward common goals — merged with personal initiative and leadership talents — combined to give me the competencies and confidence necessary to take on this challenge. The survival of the company was contingent on our ability to optimize the utilization of our resources — knowing that, I saw a need and provided a solution in the form of a “best” business process.

CAREER SUCCESSES

Addendum to Resume — continued

MANAGING PARTNER & MARKETING DIRECTOR**nFusion Technologies, LLC**

- **Redeveloped the business plan and brought strategic marketing focus to a startup technology company.**

Challenge Transform a group of computer technicians and a finance professional into a business organization with growth and profitability potential.

Actions Defined the company's mission, re-branded (changed name and look and feel of the logo, website and corporate collaterals), authored a business plan, created and launched a marketing strategy — local marketing, advertising and networking efforts focused on small businesses — and developed a portfolio of services that differentiated the company by its ability to meet the unique needs of its target market.

Results Delivered 44% growth, improved margins and held costs stable over a twenty month period from initial purchase of equity stake in the company. This growth greatly surpassed the previous three years growth of 20% along with a dramatic increase in exposure within the community and number of billing customers.

Talents I am a marketing specialist and a growth expert. I have an excellent grasp on what is needed to grow businesses in a wide-range of stages — early-stage startup, re-launch, turnaround, restructure — and am a master at developing and executing business and marketing plans that deliver ambitious, yet realistic results.

LEAD SYSTEMS CONSULTANT — ACCOUNT MANAGER**AT&T**

- **Created a project management process that became the model for successful technology installations for Fortune 1000 corporate accounts.**

Challenge Manage new product installation (Software Defined Network) and provide best-in-class technical services to two key accounts with 4,200+ business locations combined nationwide.

Actions Coordinated with AT&T field technicians in collecting and verifying technology specifications and customer information for all installation sites statewide. Built an Informix SQL database to enable the exchange of information required for project scheduling, order paperwork issuance and tracking.

Results Completed on-time installation of new AT&T product release at 100% of locations while exceeding goals for quality and customer satisfaction. Originated the project management model adopted by other AT&T major account teams.

Talents With outstanding project management skills and an aptitude for developing business processes and best-practices, I am successful in taking on tasks that others would find overwhelming. Breaking huge undertakings into smaller, manageable pieces and designing systematic, repeatable processes is the key.

MANAGING PARTNER & MARKETING DIRECTOR**nFusion Technologies, LLC**

- **Leveraged technology to drive and support operations for a startup IT services firm.**

Challenge Improve decision support, increase revenue, control costs and optimize resource utilization.

Actions Developed and marketed a value-added service offering — on-call remote IT services along with a monthly service fee at a reduced on-site rate option — by sourcing, selecting and managing the implementation of a remote support services solution. This permitted the technician to work on multiple billing clients at one time as well as reducing the amount of on-site costs to the customer because we could diagnose the problem prior to dispatch and arrive on-site with the correct parts or personnel to fix the situation.

Results Cash flow improved by as high as 20% over previous month levels. This raised the efficiency billing rate of several key personnel from a ratio of \$1.5 in billed revenue to \$1 in paid salary to a new ratio approaching an industry standard of 3.0 or greater. Improved customer-perceived value by positioning nFusion as a business partner vs. services provider.

Talents I am an accomplished marketing executive and effective business leader who also has strong technical skills to take advantage of efficiencies within the business process to increase revenue and profitability — the combination being highly valuable to growth-oriented companies.