

## **PRESIDENT/CHIEF MARKETING OFFICER / CHIEF STRATEGY OFFICER**

- *Instituted volume-multiplying channel strategy and grew processing income by 163% in 2 years*
- *Built Staples Business Xpress® multi-channel POS distribution and account activation program.*
- *Re-engineered agent bank program to help Citizens and other banks grow non-interest income.*
- *Repositioned SaaS/Cloud ERP software and grew revenue from \$12MM to \$23MM in year 1.*
- *Secured \$60 million contract for GM; achieved 130% revenue growth for marketing firm.*
- *Negotiated multimillion-dollar contracts and JV relationships in European and Asian markets.*
- *Launched integrated direct response campaign that achieved 1,000% return on investment.*
- *Grew service revenues and profits by 35% over 14 months by packaging new repeatable services*

**Described by others as a:** Visionary, entrepreneurial, and results-driven senior executive with 18 plus year history directing and growing early-stage companies and established multibillion-dollar brands through solid leadership, product innovation and commercialization, ROI sales and channel marketing initiatives. Reputation as someone who can accelerate growth with a proven track record of turning around organizations where revenue is down and progress is stagnant or nonexistent. Adept at establishing partnerships for assembling high-performance teams. Proven business acumen in building double-digit revenue increases, boosting profitability, and expanding market share in domestic and international arenas for such industries as advertising, automotive, banking, IT services and software, aviation, financial services, consumer electronics, and professional services.

## **CORE STRENGTHS**

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Competitive Intelligence	Channel Development and Distribution	Integrated Marketing
Social Selling	Situation Assessments	Brand Development
Strategic Product Positioning	Brand Revitalization	Capital Formation
Business Startup & Turnaround	Global Business Growth	P&L Oversight
Team Recruitment & Development	Customer Acquisition and Retention	

## **PROFESSIONAL EXPERIENCE**

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### **ADVANCED WORKING CAPITAL** – MIAMI, FL, March 2012 – Present

*Advanced Working Capital LLC was formed to serve small and midcap businesses that need quick access to short-term working capital. These businesses come from a cross-section of more than 60 unique industry types ranging from restaurants, salons and spas to automotive parts retailers and repair centers. And, while they may have great cash flow they typically fall outside traditional bank lending requirements. These flexible and hassle-free financing solutions enable business owners to invest in equipment, inventory, staffing, marketing or to simply remodel and upgrade facilities.*

**FOUNDER, CEO/CSO/CMO** – Formed this company as a solution to challenges business owners face in getting the working capital they need to survive and thrive. Focused on team recruitment, channel development, systems design and infrastructure and underwriting requirements as well as orchestrating a \$50M debt/equity capital raise.

### **INTERNATIONAL BANCARD** – CLAWSON, MI, December 2009 – September 2011

*International Bancard is ranked as one of the fastest growing merchant service/credit card payment processors in the United States with operations in thirty-seven states serving more than 60 unique industry sectors and a partnership with one of the country's top 50 Banks.*

**PRESIDENT, CHIEF COMMERCIAL OFFICER** – Recruited by the Chairman/Founder to develop and execute a volume-multiplying channel strategy. Designed scalable ROI-focused payment transaction solutions for industry-specific partners including; Banks, Software Development Companies, Multi-Channel Big Box Retailers, Associations and Chambers. Engineered, packaged and promoted a full suite of solutions ranging from credit/debit payment processing and point-of-sale hardware and software to loyalty rewards and gift card programs.

- Grew processing volume by 163% in the first 18-months
- Designed organizational structure and filled key executive positions
- Engineered call center and sales team compensation plans
- Designed the innovation process for identifying new market opportunities
- Re-engineered agent bank program and won the Citizens Bank RFP
- Produced integrated marketing programs to support sales
- Developed the Business Xpress® multi-channel retail program at Staples for selling POS solutions in-store and activating merchant accounts online
- Positioned International Bancard as “Your Passport to Profitability” supported by a superior service-level commitment.
- Led continuous improvement initiatives in operations, customer service, IT, sales and marketing
- Negotiated partner contracts

**MONCUR ASSOCIATES, INC.** – Troy, MI and Miami, FL, September 2007 – November 2009

*A web-centric advertising agency helping companies build brands that expand business by seamlessly integrating traditional advertising, branding, and public relations with sophisticated web, interactive, and other network-centric strategies.*

**PRESIDENT/BRAND SPECIALIST CONSULTANT** – Retained by company founder to open Miami office and lead strategic account planning services for several key clients in Detroit and Miami. Repositioned firm to expand from selling just time and materials on a project basis to include consulting and integrated media planning as additional revenue sources. Signed clients to monthly retainer agreements for advice and support on brand development, PR, reputation management, creative development, online and offline media planning, search engine optimization, and online social network marketing initiatives. Enabled B2C and B2B clients to be discovered more easily by their target audience in a cluttered online world and to connect with and close customers by using Web 2.0 tools. Spearheaded business development initiatives, defined sales processes, and implemented operational efficiencies.

- Creatively developed web-based branding and targeted marketing strategies for key accounts such as Xede.com, InktelDirect.com, ParkwestGallery.com, BenefitDriven.com, and PatientsCount.com.
- Recruited, supervised, and motivated 14-person team, creating a meritocracy where staff was rewarded for specific contributions to the business rather than length of service.

**PLEXUS SYSTEMS, INC.** – Auburn Hills, MI, August 2005 – August 2006

*Provides SaaS Enterprise Resource Planning Software System to manufacturers as the antidote to traditional ERP implementations which are costly and often disruptive.*

**CHIEF STRATEGY OFFICER/CHIEF MARKETING OFFICER** – Recruited by Chairman/Founder and Board of Directors to design and develop an integrated sales and marketing program. Evaluated market and customer demands, performed competitor analysis, implemented a market intelligence discipline (e.g. CIA intelligence gathering), and partnered with market analysts.

- Contributed to product roadmap design, created campaign budgets based on booked revenue, and developed multichannel go-to-market strategy. Developed and selected members of several advisory boards of industry experts and customers to refine marketing strategy and sales tactics.
- Grew sales while reducing marketing costs by setting up channel partner program to augment national sales force and by creating internal integrated marketing agency to purchase online and offline media at wholesale prices.
- Repositioned Plexus Online brand as the best-of-breed software solution for implementing Lean principles within the automotive supply community against incumbents SAP, QAD, and Infor.
- Established Plexus as the first true web-based ERP Manufacturing Performance System; launched an integrated visibility and credibility sales and marketing campaign.
- Increased deal sizes, grew EBITDA, and nearly doubled top-line revenue from \$12 million to more than \$23 million in less than one year.
- Positioned the company as an attractive investment for private equity firm Apax Partners.

**ABOVE ALL MARKETING, INC.** – Birmingham, MI, February 1998 – August 2005

*International integrated marketing, strategy consulting, product positioning and branding firm.*

**Founder, CEO/CMO** – Identified market niche and formed an organization that combined expertise of a seasoned strategy-consulting group with capabilities of an award-winning product commercialization company and full-service advertising and marketing services agency. Recruited executive team and board members, negotiated global agency alliances, and designed systems, infrastructure, and several proprietary business models.

#### **Consulting Engagements:**

- **PANASONIC.** Recruited by Panasonic's President to spearhead commercialization process and produce a series of integrated marketing campaigns for launch of ELS Surround, a first-of-its-kind DVD/audio product, and Rear-Seat DVD Entertainment System. **Result:** Project propelled the Automotive Group to become Panasonic's most profitable division, contributing more than 67.5% of gross profits in less than two years.
- **AUDI/VW.** Positioned Audi as the leader in Tier 1 luxury certified pre-owned programs through 360° re-engineering of lease-end vehicle grounding, reconditioning, and remarketing program. **Result:** Improved actual cash and residual values, increased certified pre-owned vehicle sales, and eliminated end-of-lease term spikes that had distressed the product portfolio by as much as \$2,000 per unit.
- **MICROSOFT.** Provided strategic direction, creative approach, and production specifications for US launch of Microsoft's warranty management and early warning solution for automotive segment. **Result:** Positioned Microsoft as "The Answer" to reducing warranty costs (estimated at \$14 billion industry-wide in 2003 and growing 15% annually) for an anticipated overall 3:1 ROI in the first year.
- **EDS.** Recruited to help EDS and its Product Lifecycle Management (PLM) team. Recommended positioning, branding, and launch strategy for two newly acquired software products (Unigraphics and I-deas). **Result:** Developed new, unified competitive product, promoted as Real World, Real Smart, Real Fast, which was sold in May 2004 for \$2 billion and continues to achieve 16% average year-over-year growth.
- **SUPPLYSOLUTION.** 1) Launched go-to-market strategy for ASP-based supply chain management software solution. **Result:** Saved several hundred million dollars by eliminating last-minute premium shipping and overtime shifts; 2) Developed integrated brand campaign that moved awareness from almost zero to half that of industry giants Oracle and SAP and enabled several capital funding rounds. **Result:** Grew business from 4 customers to 2,000+ and achieved 10-fold return on marketing investment within 18-month timeframe.
- **THE COMPANY JET.** Conducted the VOC3 market research, developed the sales and marketing strategy and rebranded Northern Jet to serve three degrees of business traveler pain associated with commercial business travel. Developed the brand, trademark, signature standards, collateral and the direct advertising campaign. **Result:** The brand has been well received by the media, industry and most importantly customers. 90 days after launch The Company Jet exceeded its sales plan for the year and had to order additional aircraft.
- **RAYTHEON.** Recruited to support General Motor's request for large-scale product training. **Result:** Revised process for bidding, designing, and developing more-effective integrated training programs in support of the Cadillac Escalade launch that created a benchmark for future GM introductions.
- **JETONE.** 1) Developed the brand positioning and go-to-market strategy for the regional fractional time share jet operator against incumbents NetJets, FlexJet and FlightOptions. 2) Developed the integrated marketing campaign and metrics for quantifying results in near real-time. IMC programs included broadcast drive-time radio, outdoor, print, web, SEO and several co-branded product launch events with such notable brands as Aston Martin and the Ritz Carlton. **Result:** We generated 1 new lead per day. The average closing rate on those leads – 1 in 35.

**McCANN-ERICKSON** – Troy, MI, January 1997 – February 1998  
*The World's Largest and Most Globally Experienced Advertising Agency.*

**VP/DIRECTOR OF INTEGRATION** – Managed P&L for \$280 million consumer-influence budget, created a cohesive vision, and designed and executed integrated marketing campaigns for this GM division.

- Launched first-ever integrated "Mother Brand" campaign for five Buick car lines
- Conducted due diligence and planning for carline introduction into China
- Created first CRM (Customer Relationship Management) initiative for Buick.
- Developed the first digital dealer ad planner to ensure brand consistency in regional and local dealer advertising.

**Hofer & Beatty / Salemakers, Inc.** – Bloomfield Hills, MI, March 1992 – November 1997  
*One of the First Global Digital Advertising Agencies*

**PRESIDENT** – Transformed this traditional lower margin sales promotion agency into a forward thinking full-service interactive media agency with average 29% margins. Grew topline revenue from \$6million to \$20 million by securing interactive agency assignments with Akzo Nobel, Masco Corporation, Delta Airlines, Allsteel, Caterpillar, GM, Ford, and Chrysler.

- Achieved 130% revenue growth within 28-months
- Expanded operations into Frankfurt, Germany and Toronto, Canada.
- Ford Motor Company's 5-Time Marketing Excellence Award Winner
- DMA Award Winner for "Most Effective Interactive Direct Response Campaign"

#### **EDUCATION & PROFESSIONAL ACTIVITIES**

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MICHIGAN STATE UNIVERSITY – East Lansing, MI 1986 to 1992  
**Bachelor of Arts (BA)** in Arts and Letters with concentrations in Communications and Marketing

**Professional Speaking Engagements:** Public Relations Society of America – The spirit of the law as it relates to Sarbanes-Oxley; Chief Executive Forums (700 CEO Membership) – Developing strategies for the launch of new technologies/products and quantifying marketing communications ROI