

Strategic Planning ... Product / Market / Customer Analysis ... Program Implementation ... Search Engine Marketing...
Search Engine Optimization... International Business Development and Market Penetration ... Internet Marketing

Provide a diverse background gained in corporate planning and growth management positions within domestic and international business environments. Have opened up markets and introduced new business opportunities that have produced millions of dollars in sales while creating valuable client relationships with companies of every size. Efforts have laid the foundation for bottom-line results over the long term in addition to meeting short-term operating cash flow requirements.

Experience has been gained in roles that have included **CEO/President, Director of Business Development, Director of Licensing (Asia/Pacific), Regional Manager for Licensing, and Director of Leasing Services.** Personal strengths include:

*Fast-moving growth company experience ♦ Interface effectively with top management
Work well as part of a team ♦ Successful in international operations ♦ Loyal and hard working
Hands-on experience ♦ Direct start-up ventures ♦ Excellent communications and listening skills*

CAREER HIGHLIGHTS

- ❖ **Founded Search Engine Marketing / Web Development Company and Real Estate Company.** Generated over \$500,000 in web development and search engine marketing business. Built, own and manage a number of top internet based websites.
- ❖ **Generated over \$5 million in sponsorship agreements.** Marketed and directed operations for major new ATP event in Japan, the first in 13 years (Salem Open - Osaka). Developed and implemented marketing strategies and coordinated operations of international volleyball event, the largest event of its kind in the world. For company, established office to develop, operate and direct major events for Japanese market, managed annual budgets in excess of \$5 million.
- ❖ **Identified, developed and implemented multi-million dollar licensing agreements for major US company's expansion into Asian markets.** Directed in-country responsibilities for Warner Bros. Covering all business development efforts in Hong Kong, Taiwan, Philippines, Korea, Malaysia and Thailand.
 - ❖ **Established** Korean office, recruited General Manager, and coordinated with other directors on strategic direction for growth of all business in Asia.
 - ❖ **Directed** and coordinated regional licensing and co-ordination with USA/European/Latin American licensees in the region. Supported analysis of new markets and potential development opportunities in China and India.
- ❖ **Developed revenue base in excess of \$2 million** through key agreements with web-driven marketing companies. Contacted potential partners, developed relationships and negotiated agreements covering content, affiliate and revenue deals. Efforts also positioned company to acquire strategic partner. Structured and completed that acquisition. Assisted in negotiations and implementation of the purchase of company by fast-growing, leading Internet firm. Oversaw all e-commerce initiatives in new entity.

EDUCATION

Earned Master of International Management (MIM) from The Garvin School of International Management ("Thunderbird") in addition to receiving a Bachelor of Science in Business Administration from Skidmore College.