

SUMMARY

Close to 30 years of proactive experience in the information technology arena with special focus on developing and supporting sales/marketing and financial systems.

Proven track record in developing strategy and exceeding goals. Excellent interpersonal and business skills.

Recruited by CVSI, Inc., a \$100M corporation, to build their electronic marketing, sales tools and complete re-facing of their World Wide Web presence.

WORK HISTORY

1998 - Present

*Sr. Marketing Consultant / Webmaster / Graphic Artist, **CVSI, Inc.***

Internet professional, building the electronic marketing web sites for customers, sales and partners. Automated a majority of the Sale and Marketing processes via the web. Consolidated 5 disparate databases into one homogeneous repository which in turn provided a starting point in implementing ACT as a Sales Force Automation Tool. Completed a total redesign and implementation of the corporate web site: <http://www.cvsi.com>. This resulted in increasing awareness and increasing traffic from 100 hits/month to over 1500 hits/month.

Design, prepare layout for press all of the corporate marketing collaterals, as well as North American sales collaterals. Run marketing campaigns combining direct mailing and telemarketing with web registration for North American sales.

1995 - 1988

*Manager Sales Tools, **Digital Equipment Corporation***

Internet professional, building the electronic marketing web sites for customers, sales and partners. Both the Intranet and Extranet contain over 4600 links to assist the sales and marketing community with information necessary in closing deals.

Designed, implemented and maintain a revision control database directed at improving materials created for a new product launch announcement. This system is web based, used worldwide and has instantaneous feedback.

Major contributor in successful showcasing of Digital's Workstations at the 1996/1997 SigGraph trade shows. In each year was recognized both in front of the entire workstation organizations as well as monetarily for the success of the shows.

Managed the navigation and design of the external web site for the workstation business segment. Grew the hits on the site from 15,000, to 2.2 million hits per month.

1990 - 1995

*Manager of Marketing Information Systems, **Bull HN Information Systems***

Developed and implemented effective and innovative support tools and marketing programs for the Sales organizations and their customer bases. (Received the Presidents Quality Award for the implementation. Major contributor in the decentralizing of prospecting systems.

Was an integral part in implementing US Sales multitasking Sales & Marketing system. Received a SPOT award for the timely and professional implementation of the system.

Key contributor to the success of Enterprise 93, a major trade show at Boston's World Trade Center which pulled together the elite in the information technology world and showcased their wares as well as coordinated multiple Keynote addresses and seminar series. Assisted in logistics of hiring out the Boston Symphony Hall for a private concert by Dionne Warwick and the Boston Pops for the elite of the invitee list.

1985 - 1990

*Various positions, **Computervision/Prime Computer***

Progressed from Programmer Analyst supporting the Payroll/Personnel system to Manager of Information Systems maintaining a 4GL database used by all in reporting on their focus of interest. After the merger of CV and Prime, I created a merged marketing database of \$3.7 billion in installed revenue, analyzed industry penetration by account which assisted in establishing the 1989 sales goals. Created a centralized database containing 70,000 prospects by S.I.C. thus enabling prospecting and market program development by industry and product segments.

1984 - 1985

*Senior Analyst, **Freelance***

Installed PDP 11/34 on the Tobin Bridge for Massport Authority. This system automated the toll collection system on the bridge. Interfacing with auto detection hardware from the Revenue Markets in NY, an increase of 22% of toll revenues were realized in the first month alone.

1971 - 1985

*Programmer/Analyst, **BASF Systems Inc.***

Acquired 14 years of Information Technology experience ranging from IBM 370/135 COBOL programmer, to DEC PDP 11/34 Basic+2 programmer and system programmer on RSTS/E operating system. Promoted to systems programmer on the IBM 4331 running DOS/VSE and POWER. Instrumental in the installation of an on-line order processing system on the PDP11, this was the first time BASF did not transact business via batch processing on the IBM mainframes. Received the Vice President award of excellence for the timely and professional implementation of this system.

INTERESTS & ACTIVITIES

- Business Manager & active performer in the Spindle City Singers
- Requested Soloist for Weddings at church services
- Play Guitar
- Love sports both participatory and watching.
- My lovely wife and 3 wonderful children.

COMPUTER SKILLS

- Extremely proficient in all Microsoft Office products
- Expert in Adobe Photoshop
- Experience in Illustrator, Quark Express and SoftImage
- Proficient in Microsoft FrontPage
- Experience in ColdFusion
- 22 years of computer programming experience.

LICENSES & CERTIFICATES

- Various certificates from IBM, MSA, DEC, EDPEP programs etc.
- Certificate of completion in Softimage Level I animation programming

AWARDS RECEIVED

- Presidents awards from Bull HN Information Systems
- Various awards from multiple organization since 1984 forward.

PUBLISHED

ColdFusion developers Journal, feature article June, 1999 edition.

References Upon Request