

Visionary Executive Leader

TECHNOLOGY MARKETING ▪ P&L OPERATIONS

Analysis ♦ Strategic Planning ♦ New Business Development ♦ Expansion ♦ Mergers & Acquisitions ♦ Partnerships ♦ Finance ♦ Branding ♦ Product Management ♦ Contract Negotiations ♦ Marketing Communications ♦ Public Relations ♦ Cost Reduction ♦ Business Processes ♦ Human Resources

Dynamic, self-driven, goal-focused and resourceful Business Director with MBA and 15 years of distinguished contributions to business expansion, revenue growth, financial stability, efficiency and profitability for providers of information technology solutions, mobile products and services. Astute analyst, strategic thinker and creative problem solver. Articulate and persuasive in person and on paper. Engaging presenter and skilled negotiator. Superbly gifted organizational leader with a track record for orchestrating complex demands to unfailingly achieve, or exceed key business objectives.

SELECTED HIGHLIGHTS

Exceptional Performer: Introduced strategies that grew Land and Mobile distribution from 1 to 80 carriers and rocketed sales from \$400K to \$9M in two years. Generated \$60M+ in sales and successfully implemented technology solutions for utility companies with the \$14B multinational firm, ABC Limited.

Trailblazer: Brought to market the 1st wireless photo-sharing application; patented wireless web content storage technology and pioneered one of the 1st websites for social networking and mobile content. Led Land and Mobile to industry-wide recognition that included the Deloitte & Touche *Technology Fast 50*.

Strategic Alliances: Negotiated multimillion-dollar partnership agreements with Sprint, Dow Jones, Sony BMG, Fujifilm, *Sports Illustrated*, AOL and Mattel for Oasys Mobile. Forged positive relationships with investors and raised \$20M+ in capital funding.

PROFESSIONAL EXPERIENCE

CHIEF EXECUTIVE / BUSINESS MANAGER
BROKEN TEE ADVISORY SERVICES

2006 - Present
Raleigh, NC

Provide insight, expertise, financial acumen and leadership required to formulate and deliver results-getting marketing strategies to internet and wireless communication companies. Identify unique client needs, define performance metrics and execute projects involving problem solving, finance, mergers and acquisitions and growth initiatives. Secure contracts and manage business relationships.

- Planned a record-breaking Kentucky Derby party for **Churchill Downs**; attracted 100K unique website visitors with a 50% conversion rate; **doubled online sales**; increased penetration 30%.
 - Introduced a mobile betting game that **won a younger demographic** for Derby Day races and validated the effectiveness of wireless media marketing tools.
- Designed acquisition strategy, operational and funding plans for London based, **MobiVentures**; negotiated an **\$8M** term sheet for a company purchase and secured \$2M in funding.
- Built and energized a marketing program for a 3D technology device and generated new sales for **MachineWorks Northwest**, developer of top selling mobile games.
- **Raised working capital** for a wireless services enterprise; developed a high-impact company presentation and disseminated **promotional packages** to investor groups.

Continued

CHIEF EXECUTIVE OFFICER
LAND & MOBILE (Formerly SEAFARING)

1999 - 2006
Raleigh, NC

Catalyzed business growth and optimized P&L results for an industry leading developer of games, ringtones and other wireless media content for the youth market. Formulated and drove product development and marketing initiatives. Identified fresh opportunities, key players and negotiated contract agreements. Designed new business processes and controlled \$10M budgets.

- Created an **innovative online service** and cultivated partnerships that **grew revenue from \$400K to \$9M** in two years; **enhanced stock price from \$.06 to \$.72.** (2004 - 2006)
 - Won the North Carolina Technology Association’s 2005 **Consumer Technology Company of the Year** Award; listed on the Deloitte & Touche **Technology Fast 50** in 2004 & 2005.
 - Brokered a **\$5M+ deal** with Poker Hall of Famer, Phil Hellmuth, and secured exclusive agreements with **Sprint, Nextel and Boost Mobile** for **\$5M+** in projected yearly revenue.
 - Assisted partners, **Fujifilm, Sports Illustrated, AOL** and **Mattel** to quickly bring mobile products to market; sealed alliances with **Dow Jones, Sony BMG, Golf Digest** and Hooters.
 - Secured **\$20M+ in investment capital**; streamlined operations and **slashed cash expenditures by 50%** and **saved \$3.5M** by restructuring payables.
- Directed product development, sales, marketing, finance, administration and human resources, as **Chief Operating Officer**; restructured \$5M in debt and survived the dotcom bust. (1999 - 2004)
 - Coordinated the **merger** between Summus and High Speed Net Solutions; **took the company public** with market capitalization exceeding \$150M.
 - Awarded an **intellectual property patent** for wireless web storage technology and launched the industry’s 1st wireless photo sharing application.
 - **Licensed new games** under the company brand, which multiplied the company’s annual income by \$250K.
 - **Expanded distribution** by aggressively developing new sales channels and **multiplied profits** by enhancing operating efficiencies.

DIRECTOR OF WORLDWIDE INTEGRATION
ABC LIMITED

1996 - 1999
New Brunswick, NJ

- **Generated \$60M+** in hardware meter / software sales for a \$14B global leader in power and automation technologies; built a world class support organization.

Prior positions include: *Management Consultant*, Pinnacle Systems ▪ *Manager of Information Systems*, ABB Power Systems ▪ *Business Analyst*, ASEA Power Systems

EDUCATION

Master of Business Administration
Duke University Fuqua School of Business

Durham, NC

Bachelor of Science in Industrial Management
Milwaukee School of Engineering

Milwaukee, WI

ORGANIZATIONS & ASSOCIATIONS

Chairman / Director --Tammy Lynn Memorial Foundation
(A non-profit that operates the Tammy Lynn Center for Developmental Disabilities)