

**Marketing professional** with 12+ years of success in marketing/sales, business development, strategic planning, product development/marketing and operations in a variety of industries, who combines technical background with strong business acumen to generate bottom-line results. Effective communicator, motivator and trainer with outstanding interpersonal and presentation skills.

**Astute marketing strategist** who produces a competitive advantage by building valuable relationships.

- Created fully integrated marketing engine increasing real estate business from \$35M to \$45M in 2 years.
- Implemented, produced and co-hosted lead generating radio show with ranking of #2 in DC-Metro market.
- Key in 490% revenue increase by creating customer acceptance of innovative programs and marketing awareness.
- Grew consumer-based revenue \$500K+ by negotiating and securing 20+ contracts with industry leaders.
- Produced 25%+ more efficient marketing/price model, saving recurring costs of annual licensing fees.
- Presenter/panelist at industry events including SIIA InfoSoft Summit 1999, Monetizing Digital Content 2000 and Internet ASP Forum 2000.

**Visionary leader** with proven ability in utilizing entrepreneurial skills to build highly effective businesses.

- Elevated startup company from pre-investment stage to acquisition by Real Networks (RNWK) for \$15.5M.
- Achieved 1<sup>st</sup> significant revenues exceeding \$250K with successful pilot program launch in 175 stores/14 U.S. markets.
- Led maximum company exposure with minimal marketing funds; covered in 35+ articles from 7 press releases in such publications as *USA Today*, *Washington Times*, *Boston Globe*, *Atlanta Journal* and *Chicago Sun Times*.
- Structured and negotiated deal with CCBN (leading IR services provider to Fortune 5,000) worth \$350K annually.

## **EDUCATION AND PROFESSIONAL AFFILIATIONS**

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- **M.S.**, Information Management, Marketing Concentration, Marymount University, Arlington, VA, 1999, GPA 3.95, Member Delta Epsilon Sigma Honor Society
- **B.S.**, Applied Mathematics/Statistics, Computer Science Concentration, Rochester Inst. of Tech., Rochester, NY, 1993
- Licensed Real Estate Agent in Maryland (since 2004) and Virginia (since 2005).
- Adjunct faculty member at the University of Phoenix teaching marketing courses to MBA students.
- Member American Marketing Association – Washington, DC, Chapter.

## **PROFESSIONAL HISTORY**

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### **MANAGING DIRECTOR – BUSINESS/MARKETING CONSULTANT**

**6/02 - PRESENT**

BAKERB SOLUTIONS, NORTH POTOMAC, MD

Services provided include: situational, needs and trends analyses; positioning around selling benefits, influencers, quality, functionality, image and packaging; integrated messaging, repositioning and branding; technology based marketing approaches; integrated marketing communications including advertising, public relations, direct selling, direct VITO and other mailings, sales promotions and sponsorships; unique services and bundling, strategic marketing and business plans.

#### *Real Estate Marketing:*

- Provided marketing consulting services for real estate professionals including Long & Foster, RE/MAX, McEneaney Associates and Llewellyn, Realtors®; services included: website design/re-design and implementation; personal and team brochures; marketing management consulting; image and branding development strategies; demographic profiling; target market segmentation strategies; partner strategy definition; SWOT analysis; mission statement and marketing strategy development
- Created, orchestrated, redefined and established new branding and identity for Llewellyn, Realtors® top agent (Eric Stewart), including brand (Eric Stewart – Pointing You Home), all graphics oversight and design, logo design and colors, business cards, letterhead, direct mailers, website ([www.PointingYouHome.com](http://www.PointingYouHome.com)), full color animated listing, buyer and seminar presentations and all published advertisements (including Washingtonian Magazine, Home Buyer's Journal, Casas Ala Venta, Community Directories and others).
- Conceived, created, managed and operated fully integrated marketing engine including Pointing You Home News (newspaper with circulation of 12,000+), Pointing You Home Seminar Series (over 80 groups in 8 months), "Pointing You Home with Eric Stewart" talk radio show on 630-WMAL, and [www.PointingYouHome.com](http://www.PointingYouHome.com) website (over 15,000 hits per month), increasing real estate sales by \$10M, from \$35M to \$45M in 2 years.

- Implemented, produced and co-hosted talk radio show elevating rankings to #2 in DC-Metro market on Sunday mornings and generating over 400 qualified leads in 8 months.
- Oversight of all printed material, collateral and mailers including graphic design, layout and production for more than 50 different pieces and 500,000 pages in total.
- Created, defined and implemented partnership program for real estate agent, turning existing marketing engine into an advertising revenue generator (ranging from \$495 per year for website advertisers to between \$5,000 and \$10,000 per quarter from premier sponsors).
- Managed all operational aspects of promotions including labor force, logistics and delivery of over 12,000 promotional gift items, over 12,000 American flags, 15,000 notepads and Tiffany's client gifts.

#### Technology Marketing:

- Marketed products and services to government, businesses and consumers for clients in various industries including: National Association of College and University Board Officers (NACUBO), TIAA-CREF, Agilense, SmartArrays, International Mom's Club, Real Estate Professionals (Long & Foster, RE/MAX, Llewellyn).
- Marketed Agilense Enterprise Architecture (EA) technology solutions to Federal Government agencies (e.g. Treasury, DOJ, OMB), including brand building and product packaging; tradeshow management and materials; generated brochures, advertisements and other marketing collateral; sales presentations; partner roll-out and training; press releases; 4-P's strategy (Product, Price, Place and Promotion); applied solution selling model.
- Managed and directed services team providing clients with creative solutions for multimedia production including graphic design, marketing collateral and website development.
- Developed proposals and business plans for clients including: budget development, performance measures, expenditure tracking and internal management controls, return on investment (ROI) models, financial models, profit and loss (P&L).
- Wrote strategic business and marketing plan for software-based content product, projected to generate over \$2M per year.

#### **DIRECTOR, BUSINESS DEVELOPMENT & MARKETING**

**1/01 - 6/02**

##### ENUMERATE SOLUTIONS, MCLEAN, VA

- Achieved over 300% increase in revenues from FY2001 to first 4 months in 2002 as part of management team.
- Prepared partner marketing materials including: partner benefits identification, classifications, criteria, presentations and training materials; defined product information; transferable sales presentations; press releases.
- Established alliances with key technology companies; negotiated in-bound and out-bound partnership agreements.
- Utilized Solution Selling to close deals with Sallie Mae, Empower America and TIAA-CREF for \$70K in 6 weeks.
- Structured proposal and negotiated deal with CCBN (leading IR services provider) worth \$350K annually.
- Initiated/maintained strategic partner program and managed partner teams: 15 systems integrators, resellers, sales agents, OEMs - PwC, E&Y, RDA, HCL, etc.; identified, negotiated and signed partnership agreements with several 8(a) and veteran-owned companies to assist in penetration of government markets; worked with legal team to edit, write and integrate preferred legal language into partner agreements.
- Functioned as company liaison for government initiatives, including OMB, DEA and the VA.
- Identified and evaluated vendor/partner technologies for integration.
- Defined market segments, market strategies, value proposition messaging and marquis account program.

##### BOOZ | ALLEN | HAMILTON – AESTIX DIVISION, MCLEAN, VA

- Achieved team sales of over \$350K within first 2 months for Booz-Allen and Aestix division including development of web-based system for accessibility accommodations (Section 508).
- Developed marketing plan for mid-market campaign promoting web-based offerings with focus on primary industry verticals: Energy, Telecommunications and Transportation.
- Directed matrix managed team to launch global VITO mailing campaign, produced marketing collateral and interactive brochure for offerings and Energy industry.
- Defined product positioning, packaging and target market segmentation strategies; prepared winning client proposals.

**VICE PRESIDENT, MARKETING & OPERATIONS****4/98 - 1/01**

AEGISOFT CORPORATION, ROCKVILLE, MD

- Key in startup venture; developed/implemented business plan including strategic/tactical marketing and sales plans.
- Directed and oversaw all company operations personnel as well as consultants and external vendors; had responsibility for planning, development and operations of resources.
- Project Manager for application, integration and implementation of company's technical products for Blockbuster Video (in 175 stores, 14 US markets), Computer Gaming World Magazine (distribution of 300,000 units) and other programs, on schedule and within budget.
- Established licensing agreements with major domestic and international (French, Dutch, English, Canadian, etc.) industry publishers resulting in 500+ titles available for rental/purchase.
- Launched fully functional on-line store for software rental utilizing a fully integrated product suite.
- Spokesperson for public relations; represented the company at industry conventions, trade shows and conferences.
- Coordinated/implemented strategies for licensing, re-mastering, packaging, graphic design, replicating, distributing, accounting and promoting innovative programs.
- Produced corporate and product brochures, packaging, marketing communications and corporate web presence.

**MANAGER/SENIOR ANALYST, ENTERPRISE ARCHITECTURE****8/95 - 4/98**

WINSTAR TELECOMMUNICATIONS, FALLS CHURCH, VA

- Project Manager directing full life-cycle computer system development including requirements analysis, design, development, implementation, operation, maintenance and support of the web-based Telephone Number Administration System for over 200 users throughout the US.
- Managed enterprise-wide systems, data architecture and object modeling team in matrix management environment, for integrated sales, billing, customer care and telephone number administration systems, using ERwin and Rational Rose.
- Worked closely with marketing department to implement pricing and promotional strategies and business rules.

VERIZON (FORMERLY BELL ATLANTIC), ARLINGTON, VA

- Interpreted customer needs and streamlined Sales, Service Negotiation System (SSNS) and Accounts Receivable (AR) systems resulting in 25% increase in system implementation.
- Facilitated large group requirements sessions to gather and model business requirements to create presentation subsets and diagrams of the SSNS Application Logical Data Model (ALDM) in a pictorial process Entity Relationship Diagram (ERD) format.

**COMPUTER PROGRAMMER/ANALYST****5/89 - 8/95**

NATIONAL ACADEMY OF SCIENCES, INSTITUTE OF MEDICINE (NAS-IOM), WASHINGTON, DC, 9/93-8/95

- Designed and developed a comprehensive, networked data entry and analysis system (CCBDES) for military mortality studies; responsible for end-to-end life cycle from requirements analysis, modeling and design to implementation and statistical analysis; implemented the front end with object oriented methodologies and programming, and developed database queries as well as statistical analyses.
- Designed and created a double data entry system with emphasis on quality control processing for a study on HIV-Positive Servicemen Lost to Follow-Up, using data collected by the MFUA satellite office.

CO-OP: MOBIL OIL CORP., 1992; TECOLOTE RESEARCH, 1990&amp;1991; U.S. SENATE APPROPRIATIONS COMMITTEE, 1989