

XXXXX XXXXXXXXXXXX, IMBA

CEO, CMO, President, Entrepreneur, Co-Founder

LOCATION ▪ PHONE ▪ EMAIL ▪ LINKEDIN URL

**PRODUCT DEVELOPMENT & MANAGEMENT** - *Strategic Planning, Go-To-Market, Communications & Marketing, Sales & Business Development*  
**Safety and Security ♦ Intellectual Property ♦ Healthcare & Medical Devices**

CAREER PROFILE

**CEO, Chief Marketing Officer and, Co-Founder** and accomplished operating executive with 20 years of experience in product innovation, development and commercialization including marketing within nonprofit organizations and small and mid-scale, private and public companies. Known for transformation leadership including market research and testing, strategic planning, and go-to-market strategies from conceptualization to launch. A unique combination of skills that enables results in the areas of brand management, program planning and development, financial management, and re-engineering business processes. An extensive background of leading multi-functional teams, developing strong partnerships with innovators, thought leaders and visionaries. Possesses a keen business acumen with an entrepreneurial spirit having co-founded three startup companies, two in the safety and security industry and the other in healthcare innovation.

**STRATEGIC PLANNING, & EXECUTIVE LEADERSHIP HIGHLIGHTS INCLUDE:**

- ✓ **\$3M of investment capital** generated by maintaining relations with current investors and acquiring new prospects.
- ✓ **Generated \$2.5M in revenue** during 3-month beta launch with relationship marketing and digital strategies.
- ✓ **\$1M in sales** through developing streamlined custom processes.
- ✓ **Raised \$1M to advance technology**, won a grant with USAID and established NGO partnerships.
- ✓ **\$500K in donations** through well-conceptualized and innovative fundraising activities.
- ✓ **Ensured 2 product distributors in all 50 states within 4 weeks** for startup sales.
- ✓ **Worked with 500 sales reps** in communications, business model, sales commission structure and training.

EXECUTIVE STRENGTHS

Go-To-Market & Delivery	Branding & Marketing	Partnerships & Collaboration
Presentations & Speaking	Product Positioning & Launches	Contracts & Negotiations
Training & Development	Patent Process/Licensing	Funding, Fundraising
Strategic Communications	Grassroots & Lead Generation	Market Analysis & Reporting

LEADERSHIP HISTORY & PERFORMANCE

**PARTNER, Xxxxxxxx, Washington, DC Area, 2016 - Present**

*A consulting company that monetizes Intellectual Property via product development, licensing or sales.*

- ✓ Plays an integral role in growing the company's brand presence, communications, and development of alliances.
- Conducts comprehensive market research, and market testing of the viability of the IP.
- Supports product development, and targeted market development according to IP segment.
- Develops and builds public, private partnerships for the success of fundraising.

**CO-FOUNDER, CHIEF MARKETING OFFICER, Xxxxxxx, LLC, Washington, DC Area, 2015 - Present**

*Fast-growing technology startup Sensory Communication Platform for video surveillance with proprietary middleware in a cloud management platform within the \$9 Billion Internet of Thing (IoT) and sensor market.*

- ✓ Heads the strategy, fundraising and communications efforts to bring the platform to market.
- Determined long range planning and goal setting combined with lead resource planning activities.
- Collaborates with Fortune 500 companies for early market testing.
- Develops synchronized go-to-market planning and strategy including extensive market research.
- Establishes and drives external investment growth opportunities.

**CEO, CO-FOUNDER, Xxxxxx Xxxxxx Inc., Washington, DC Area, 2014 - 2019**

*Startup who is pioneering solutions for real-world healthcare issues using Smart Object Sensing and IoT technologies. VitalHugs™ Pediatric Smart Band Monitor with a global reach through notable partnerships from around the world.*

- ✓ Recognized as one of the top innovators (2015) by UNICEF, Bill & Melinda Gates Foundation and USAID
- ✓ Selected for and participated in the Zeroto510 Medical Device Accelerator Program.
- Oversaw the establishment and execution of business model; employs critical technologies and identifies additional funding opportunities.
- Lead the efforts to develop product in developing countries by forging partnerships with global NGO's, manufactures and medical teams.
- Conducted early clinical trials and an early member of the pneumonia innovations global team.
- Partnerships: *Carilion Clinic, High Tide for Healthcare IT, International Rescue Committee, Libelium, Pediatric Medical Device Institute, Project Hope, and Tallwave.*

**PRESIDENT, CMO, INVESTOR LIAISON, Xxxxxx Tehnologies, LLC ▪ Virginia, Buffalo, NY, 2005 - 2010**

*Proprietary technology startup company centered on using Smart Object Sensors (SOS).*

- ✓ Realized the development and release of product from initial concept to market sales in only nine months.
- ✓ Instrumental in the success of the start-up with 300% growth of companies licensed for the technology.
- Held a multifaceted set of operational responsibilities. Led new business development and sales, capital budgeting, online marketing programs, partnering with public, private and NGO sectors and sales training.
- Performed potential market analysis, marketing planning and the commercialization of the product.
- Supervised cross-functional teams to bring products to a market including hardware and back-end support.
- Instituted a 33% average sales commission structure; kept within marketing budget and 10% of total budget.

**PRESIDENT, XXXX Consulting & Marketing Services, Phoenix, AZ, 1994 - 2000**

*Marketing consulting firm for small businesses and start-up companies.*

- ✓ Consistent 10-50% sales increase for various businesses - 50% sales increase in hospitality products.
- ✓ Successful execution of a national marketing plan for soft-side rooftop carrier client.
- Conducted market analysis and campaign for 20 small businesses.
- Provided expert direction and recommendation to companies on new product development; market research, identifying market potential, marketing plans, and strategies, and secured manufacturing.

**PRIOR WORK EXPERIENCES**

**Regional Marketing Director & Consultant, McGladrey & Pullen, CPAs and Consultants, Phoenix, AZ, 1990 - 1994**

**EDUCATION & PROFESSIONAL DEVELOPMENT**

**AMERICAN GRADUATE SCHOOL OF INTERNATIONAL MANAGEMENT** (Thunderbird), Glendale, AZ

Master of Business Administration, International Management

**AMERICAN UNIVERSITY**, Washington, DC

Political Science/International Relations Fellowship Program

**UNIVERSITY OF ARIZONA**, Tucson, AZ

Bachelor of Arts, International Business, Languages; Minor in Business

**CAMBRIDGE CONSULTING**

Client Relationship Management & PMP Training

**COMMUNITY & INDUSTRY LEADERSHIP**

- ◆ Steering Committee Chair, "In the Bag" Campaign, American Red Cross, National Capital Region
- ◆ InfraGuard, Nation's Capital Members Alliance; American Marketing Association; Capital Speakers Club; Executive Peer Forum; Fundraiser for Project Horse Empowerment Center
- ◆ Chair, Respiratory Device Sub-Committee for Global Pneumonia Innovations Team
- ◆ Organized Support for Ft. Devens USAR Families in New England Post 9/11