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ACADEMIC EXPERIENCE – FLORIDA STATE UNIVERSITY

2017-Present Assistant Director, The FSU Sales Institute – Sharing responsibility with the present director in the management and direction of the Sales Major in the Dr. Persis E. Rockwood School of Marketing.

2007-2017, The FSU Sales Institute – Responsible for undergraduate curriculum development, AACSB approved learning goals, metrics and student measurement of achievement. Also responsible for the development and execution of corporate sales training programs for the Institute. Reports include two current Tenure-seeking faculty, one clinical faculty, one administrator and several part-time support personnel.

Accomplishments during this period:

- Sales Institute established
- Sales declared as an approved major
- Recognized by the Sales Education Foundation as a Top Sales Program – see <http://www.cob.fsu.edu/Quicklinks/College-of-Business-Features/Professional-Sales>
- Established the International Collegiate Sales Competition – see <http://www.icsc-fsu.org>
- Sales majors achieve 90%+ placement upon graduation, 2008-2019
- Raise over \$500,000 annually in corporate support
- Established the Sales Educators Academy – see <http://saleseducatorsacademy.com/>
- Working with the Graduate Program Director, established the MBA – Sales concentration and the Masters in Marketing Sales concentration

2003-2007 – Assistant in Marketing – Teaching Professional Selling, Sales Management and Advanced Sales. Responsible for establishing a sales concentration under the Marketing degree and developing a Sales Program Advisory Council.

Accomplishments during this period:

- Initial development of the Advanced Sales course
- Introduced experiential learning elements in Sales Management course with the introduction of a simulation game.
- Established and grew a sales program advisory council to 30 corporate sponsors
- Established the Seminole Sales Showcase, a job fair and exhibition of student sales talents.

PROFESSIONAL EXPERIENCE

EXPRESS1 – a DHL Shipping Franchise May 2002- June2006, Owner/Operator. Grew revenue from zero to over \$200,000 in monthly billing. Developed local markets in North Florida for ground, overnight and international shipping services.

INFINITY SOFTWARE DEVELOPMENT January 2000 – July 2003 – Senior Business Consultant developing new clients, in both government and business sectors. New accounts include; Florida Joint Underwriters Association, Florida Department of Law Enforcement, Florida Department of Transportation, Florida Department of Children and Families and Florida Department of Management Services.

MAINLINE INFORMATION SYSTEMS 1995-1999 - An IBM Business Partner selling the full range of IBM Products from PCs to S/390 (mainframes).

1998-2000 - Business Intelligence Software Product Manager

- Introducing new technology to existing and new customers
- Establishing and executing lead generation programs
- Developing initial customer base

1997-1998 - Manager of Thin Client Special Project

- Developed initial customer base.
- Established the engineering group to deliver project services.
- Developed and delivered marketing materials and sales training to a nationwide sales network.

1995-1997 - Manager of PC Division

- Established and maintained relationships with Florida county school boards
- Managed 15 sales and technical support staff generating \$500K to \$1M per month in PC sales.
- Responsible for source side of business including purchasing, inventory control and order fulfillment.
- Re-negotiated alliances to reduce fulfillment costs from an average 4.25% to an average 3.15%.
- Developed controls to reduce end-of-month "in-transit" inventory from \$700K to under \$75K.

SCIENCE & EDUCATION ASSOCIATES 1992-1994 - Provides consultation services on technical solutions to marketing and sales issues. Client projects included:

- CSI Long Distance - developed and implemented billing and customer service system.
- CSI Long Distance - personally established significant customer base.
- Janus Clinic - implementation of accounting and billing systems with on-line links to payer services.
- Janus clinic - development of a marketing program for an Attention Deficit Disorder (ADD) Clinic.
- Consultec - development and implementation of a training program for a new statewide sales force.

EDP SYSTEMS, INC. 1987-1992 - A system software and consulting firm specializing in 4th generation application development products for Unisys mainframes and PCs.

- Specialized in sales to federal and county government agencies.
- Established alliances with distributors in Canada, Mexico, and Columbia.
- Managed marketing efforts including semi-annual trade show.
- Negotiated contracts with several Federal Reserve Banks, United Healthcare and Banco Mexico.

INDEPENDENT MARKETING CONSULTANT 1985-1987 - Two major accounts were:

1985-1986 - BAKST International, an Australian based computer-consulting organization.

- Set up US operations including support staff and local offices.
- Negotiated staffing contracts with Chemical Bank, Bowery Savings and Manufacturers Hanover.

1986-1987 - DATAMAXX USA, an international computer terminal and PC distributor.

- Developed and implemented product development standards from feasibility study to go-to-market planning.
- Developed and implemented marketing strategy for new terminal emulation products.

EDP SYSTEMS, INC. 1980-1985 - A system software and consulting firm specializing in 4th generation application development products for Unisys mainframes and PCs.

- Million Dollar Club in 1983 and 1984.
- Developed the product strategy for early 4th Generation Application Development product.
- Established relationships with major new clients, General Dynamics, Rhone-Poulenc, and BASF.

EDUCATION

University of West Florida, Master of Science in Educational Technology – 15 credit hours
Bachelor of Electrical Engineering, Pratt Institute, New York

Graduate Studies, Pratt Institute, New York

AWARDS, LICENSE, ACTIVITIES

Sam Walton Fellow

U.S. Merchant Marine Captain

FSU College of Business Core Values Award

Marketing Management Association Master Marketing Teacher Award

Annual contributing speaker for Entrepreneurship Bootcamp for Veterans

Semi-annual contributing speaker for Tallahassee Chamber of Commerce Entrepreneurial Excellence Program

Member, Rotary International, Tallahassee Club.

Past-President 2005-2006

Editor, Rotary Newsletter

Chairperson, Foundation Committee

Past President, American Marketing Association.

Chair, Chamber of Commerce Sales Alliance

American Cancer Society, Relay for Life Chair

American Cancer Society, Board of Directors