

STRATEGIC TECHNOLOGY, BUSINESS DEVELOPMENT, AND OPERATIONS EXECUTIVE

Management executive and consultant with results-proven expertise integrating business strategy, marketing, and high-technology to grow market share and build profitable, multimillion-dollar businesses.

Start-Up Operations Leadership – Visionary and driving force behind multiple successful start-up businesses, providing dynamic executive leadership for operations, technology, and marketing strategies.

- Grew a pioneering start-up eBusiness from \$0 to \$10 million and market domination in 2 years, with INC 500 recognition in its fourth year (#149 on INC's 2008 list of fastest growing US companies).
- Founded and grew a highly profitable technology consulting firm from start-up to \$3 million and then \$10 million acquisition by C-Bridge/Excelon (NASDAQ: EXLN) within 4 years.

Technology Product Development/Integrated Marketing – Accomplished director for strategic planning and technical development of function-rich, interactive websites, high-impact multimedia and software products, and sophisticated IT solutions to meet diverse business needs.

- Conceptualized, led development, and directed go-to-market strategies of multiple technology products, creating revenue streams, attracting investors, and enabling new business concepts.
- Created technology-integrated, results-accountable marketing campaigns with proven success driving explosive growth in web traffic, lead generation, and sales conversion rates.

Management & Strategy Consulting – Trusted advisor and partner to senior executive teams, driving achievement of strategic objectives through combined expertise in marketing, interactive design, technology, and business strategy.

- Spearheaded multiple high-profile initiatives from conception to delivery for clients including Thomson Financial, GMAC Mortgage, State Street Corporation, and Wilmington Trust.
- Heightened business valuation, accelerated business growth, and increased shareholder returns through strategic consulting and leadership of marketing, new venture start-up, and technical design.

PROFESSIONAL HIGHLIGHTS

Chief Executive Officer, 2003 – Present

BLITZTIME.COM ▪ Walpole, MA ▪ 2007 - Present
CONVERSION ASSOCIATES ▪ Allston, MA ▪ 2005 – 2007
DESTINATIONWEDDINGS.COM ▪ Framingham, MA ▪ 2003 – 2005

Developed “BlitzTime.com”, a VOIP enabled social networking website that allows clients to execute speed networking events through an integrated online / telephone based experience.

Launched boutique consultancy Conversion Associates to leverage results-proven marketing techniques of DestinationWeddings.com and replicate success for clients in other industries, including L-Com, Brookfield Engineering, and The Boston Globe. Assembled and directed team of 8 in business development and engagement delivery.

As CEO of DestinationWeddings.com, led company from start up to dominant industry position and \$10+ million in less than 2 years. Recruited key executives and pioneered marketing strategies, solutions, and tools to drive rapid, profitable business growth. Led internal team of 7 and coordinated network of 150+ independent travel agents.

- **Marketing Strategy & Systems** – Grew company from \$0 to \$2 million in first year, to \$10 million in second year, and to \$26 million in fourth year (#149 on 2008 INC 500). Pioneered automated marketing system that produces ~1,200 leads monthly and has generated 2.3 MM+ unique visitors, 74,000+ leads, and 4,000 clients total.
- **Technology Solutions** – Designed custom CRM application to manage 150+ agents, 4,000 couples, and over 67,000 wedding guests; recruited Chief Technology Officer to continue development of CRM application.
- **Results-Accountable Marketing** – Increased overall lead conversion rate 10-fold, in large part by optimizing and split-testing sales messaging on DestinationWeddings web site, Google, and Yahoo. Authored and optimized sales letter that produced 4,000 active customers and \$50 commitment deposits from 11,000 brides.
- **Partnerships & Team Leadership** – Recruited and formed strategic partnerships with team of 150+ independent agents; created training and quality assurance process to ensure service excellence.

Chief Operations Officer, 2003

C-QUENTIAL ▪ Somerville, MA

Recruited for interim COO role by C-Quential founder to render expertise in developing go-to-market plan and creating and presenting product development strategy to investors. Devised business plan and key sales presentations.

- **Product Development** – Co-developed Action Reward Center system and technical architecture that enables and promotes customer database expansion through incentives for “friends & family” referrals.

Principal, 2001 – 2003

REAL INNOVATIONS CORPORATION ▪ Wilmington, MA

Founded and managed boutique consultancy for process and product development. Worked with clients spanning broad range of industries, including financial services, e-learning, business services, travel firms, and specialty chemicals.

- **Interactive Design** – Developed and launched multiple high-end website systems, including first prototype of DestinationWeddings.com in 2003 for \$40 million New England travel agency seeking national expansion.
- **Business & Strategy Planning** – Assisted clients launching new subsidiaries and start-up ventures in developing technical prototypes and detailed business plans. Facilitated strategy and design workshops.

Practice Director, Product Management, 2000 – 2002

C-BRIDGE/EXCELON ▪ Burlington, MA

Retained following acquisition of OEC to lead series of product development and optimization projects for key clients, working jointly with leaders from client companies to identify requirements and create solutions for fulfillment.

- **Software Productization** – Spearheaded team of software engineers and staff from marketing, sales, and financial services in insurance productization initiative that leveraged C-Bridge’s claims management and Partner Relationship Management (PRM) solutions to create re-usable, industry-compliant business components.
- **Product Development** – Strengthened internal processes and efficiencies while enabling service delivery into new channels for GMAC Mortgage through leadership of “Rocket” initiative.
- **CRM Solutions** – Interfaced with 100+ Thomson Financials stakeholders worldwide to identify CRM goals, gather requirements, and prepare detailed plan for acquisition, implementation, and rollout of CRM system.

Chief Technology Officer, 1996 – 2000

OPEN ENTERPRISE CORPORATION ▪ Waltham, MA

Conceptualized and launched start-up financial services consulting firm, managing key business and technology functions that included systems development, employee recruitment, marketing campaign management, and client building. Developed several high-scale initiatives for Thomson Financial, State Street Corporation, and Wilmington Trust.

- **Business Development** – Drove wholly organic growth of business with no outside funding from \$0 to more than \$3 million annual revenues and increased average deal from \$60,000 to \$1 million.
- **Acquisition Negotiations/Business Divestiture** – Marketed business and negotiated \$10 million sale to C-Bridge/Excelon, a price more than double the industry average (based on revenues) at the time.
- **Systems & Process Design** – Developed company’s full-lifecycle methodology Direction™ for identifying business opportunities, rallying support within client organizations, and rapidly delivering IT solutions.

Consultant, 1994 – 1996

ARTHUR D. LITTLE ▪ Cambridge, MA ▪ 1995 – 1996

SAPIENT CORPORATION ▪ Cambridge, MA ▪ 1994 – 1995

- **Web & Wireless Technology Solutions** – Applied leading-edge wireless technology to aid USPS in integrating with major mailers; built Intranets for both “Sapient World Online” and Arthur D. Little’s ADL Link.
- **Strategy Workshops** – Planned and executed strategy sessions and Rapid Application Design workshops for Fortune 500 participants. Collaborated in development of Sapient’s “Web in a Week” product offering.

EDUCATION & CREDENTIALS**B.S. in Management, IT concentration** ▪ MIT, Cambridge, MA ▪ 1994

More than 13 years of experience designing, developing, and deploying web-based applications and websites; extensive programming experience with C++, Java, JavaScript, PHP, MySQL, LAMP, ASP, .NET, XML/ XSL. 2 Years experience developing / scaling / deploying advanced Asterisk (VOIP) based telephony applications.