

# Michael E. Donner

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## EXPERIENCE

**Competitive Marketing Advantage** (privately-held) 1989 – Present

- Serve as a change agent, project or full-time on-site executive for start-up and Fortune 500 companies
- Industries: healthcare information technology, enterprise software, hardware, medical device, consulting services, business process outsourcing, Internet services, oil and gas, manufacturing and supply chain

**Strategy and Operational Assessment: *Analyzing the Situation and Uncovering Hidden Value***

- Evaluate businesses for strengths, weaknesses and opportunities for growth and enhancement
- Lead multi-disciplinary teams to introduce and refine strategy, vision and value proposition
- Implement new go-to-market strategies to communicate enhanced competitive differentiators
- Re-energize and retool existing teams and/or hire, motivate and train new talent

**Demand Generation, Inside Sales and Communications: *Building the Program to Revitalize Organization***

- Build and/or re-launch lead generation through branding campaigns, direct response, advertising, banner ads, billboards, social networking, search engine ads, e-marketing, multimedia, Web 2.0, telemarketing, events, webcasts, newsletters, PR, podcasts, videos, blogs and viral marketing
- Implement CRM systems for campaign/pipeline tracking (Salesforce.com, SalesLogix, Oracle)
- Recruit, train and manage inside sales to supplement demand generation and further qualify leads
- Execute global media, advisor and analyst tours, manage product reviews and story placements, develop press releases, media pitches, backgrounders, strategy briefs and bylined articles
- Create and manage outreach strategy to secure recurring media, analyst and advisor coverage
- Guide corporate and crisis communications associated with industrial accidents, employee fatalities, plant closings, workforce reductions, union/labor and general employee issues, government affairs, executive transitions and environmental disruptions
- Build investor confidence and positive coverage with integrated messaging executed through earnings releases and call scripts, presentations, investor meetings, annual reports and road shows
- Develop and execute strategy, content and messaging for user conferences, executive briefings, customer visits, tradeshow, sales meetings, field training and road shows
- Author collateral and sales support tools for field sales, resellers and distributors including brochures/datasheets, multimedia demos and presentations, interactive product guides, ROI case studies, joint promotions and incentives, white papers and ghosted articles

**Sales, Marketing and Operations: *Ensuring a Sustainable Model***

- Manage product lifecycle from inception to release, including product marketing, market segmentation, commercialization, market research, competitive analysis and communications
- Design comprehensive metrics to track and analyze win/loss data, sales trends and marketing ROI
- Formulate competitive attack plans and strategies through market research, analysis and pricing
- Strengthen customer loyalty through requirements gathering sessions, focus groups and briefings
- Negotiate strategic alliances and secure partner funding for joint marketing and development
- Build ongoing sales training and product education webinars and podcasts

## CONSULTANT/PROJECT/FIELD ROLES

**IntelliDOT Corporation** (privately-held, VC- start-up), San Diego, CA 2008 – 2009

***VP, Marketing & Inside Sales***

Healthcare software, hardware and consulting

- Hired to transition R&D-focused entity into commercially driven, marketing-savvy organization
- Generated 569 leads in 6 months, resulting in US\$42.6 million pipeline growth
- Reduced cost per lead from events from US\$3,027 to less than US\$125 (US\$7 for e-marketing campaigns)
- Added US\$10.9 million to pipeline within first quarter of implementing inside sales, targeted cold-calling campaigns delivered 7.8% qualified response and reduced sales acquisition costs by US\$2 million
- Developed business plan and strategy with operational sales/marketing program to attack US\$192 million critical access market, managing P&L and building pipeline with deals averaging 61% margin
- Transitioned from laggard position to top ranked segment leader in analyst surveys
- Secured product demonstration on the Oprah Winfrey Show with Dr. Oz and Dennis Quaid

**Capgemini** (PNK: CAP.PA), Paris, France/Boca Raton, FL 2006 – 2008  
**VP, Global Head, Demand Generation** US\$10 billion (€7.7 billion) consulting, technology and outsourcing

- Hired as change agent to introduce demand generation practice to revitalize and transform global outsourcing sales, resulting in pipeline growth of €2.5 billion
- Created strategy, business plan and managed tactical launch for demand generation service center operated as a Business Process Outsourcing (BPO) P&L to reduce spend by €2.7 million in 12 months
- Added €1.2 billion to pipeline by establishing channel sales to target advisor-led pursuits
- Launched media campaign to introduce SaaS service line with Google resulting in more than 900 blog postings, feature articles and analyst reports
- Provided bid-marketing, campaigns in-a-box and consultative advice to sales to improve win ratio by 20%
- Launched North America BPO business unit and conducted 70 media, analyst and advisor briefings within 30 days, campaign fueled pipeline growth from €800,000 to more than €1.3 billion
- Built a comprehensive global demand generation/marketing strategy and facilitated adoption and localization in the Americas, Europe and Asia/Pacific

**Eclipsys Corporation** (NASDAQ: ECLP), Boca Raton, FL 2004 – 2006  
**SVP, Chief Marketing Officer** US\$383 million software, hardware, outsourcing, data centers and consulting

- Hired to build a marketing and demand generation strategy and program resulting in 45% pipeline growth
- Spearheaded initiatives which enabled company to achieve profitability within 12 months with a 24% increase in revenues and a net income of US\$485,000 versus a US\$32.6 million loss one year earlier
- Transitioned from laggard position to market leader in IT Outsourcing and physician adoption of CPOE
- Decreased company investment in four-day user conference by 92%, 1,200 attendees, generated US\$818,000 in registration fees (36% increase) and US\$297,500 in partner sponsorships (20% increase)

**Telelogic AB** (NYSE: IBM), Irvine, CA/Malmö, Sweden 2001 – 2004  
**Corp. VP, Global Marketing & Communications** US\$117 million software and consulting

- Hired to integrate 5 acquisitions into a single brand and build a demand generation strategy and program
- Spearheaded initiatives which enabled the Americas division to increase contribution margin 300% (loss of US\$1.9 to US\$4 million profit) and reduced expenses from US\$10.4 to US\$5.1 million
- Transitioned company from point product to integrated solution suite sales (60% of bookings)
- Diversified product portfolio from 48% telecom reliance to a balanced mix with military/aerospace 31%, telecom 30%, finance/banking/insurance 7% and automotive 7%
- Recruited, established and managed budget and P&L for India-based 9 member, multi-lingual inside sales team which generated 2,000+ leads, booking US\$2 million in revenue in first year
- Managed, motivated and inspired 44-person team in 14 countries with budget in 9 currencies

**Nexgenix, Inc.** (privately-held, VC- start-up), Irvine, CA 1999 – 2000  
**Sr. Director, Marketing & Communications** Internet marketing, consulting, outsourcing and technology

- Led company marketing through growth: US\$32 to US\$52 million in revenue, secondary round of funding, organic launch of 60-person e-marketing agency, 80 to 121 clients and S1 filing and withdrawal

**Solelectron Corporation** (NASDAQ: FLEX), Milpitas, CA 1997 – 1999  
**Corp. Director, Communications & Marketing** US\$8.4 billion design, supply chain and manufacturing

- Spearheaded communications and marketing through growth: 12 acquisitions, 18,000 to 38,000 employees, 17 to 30 locations, US\$3.6 to US\$8.4 billion in revenue, US\$4.7 to US\$20 billion market capitalization and first company to win Malcolm Baldrige National Quality Award twice

**Landmark Graphics Corporation** (NYSE: HAL), Houston, TX 1995 – 1997  
**Manager, Corp. Communications & Director, Creative Services** US\$250 million software and hardware

- Led corporate communications through growth: 8 acquisitions, 1,000 to 1,500 employees, 9 to 15 locations, US\$120 to US\$250 million in revenue and acquisition by Halliburton at a 55% premium

## **EDUCATION**

**Babson College** School of Management, Wellesley, MA  
Bachelor of Science (With Distinction) – Dean’s List  
Majors: Marketing, Management and International Business  
*Sohopfungsbeitrag Preis Award* – for the most creative contribution and innovative impact to Babson.