

Michael E. Donner

www.SeniorMarketingExecutive.com

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/services, medical device, management consulting, business process outsourcing, Internet and e-Business services, consumer retail, oil and gas, manufacturing, fulfillment 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, direct response, advertising, search engine marketing and optimization, social media and networking, e-marketing, multimedia, Web 2.0, events, webcasts, newsletters, PR, podcasts, videos, blogs, billboards and viral marketing
- Implement CRM systems for campaign/sales analysis (Salesforce, SalesLogix, Oracle, NetSuite)
- 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, social media 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

Challenge: Company run by R&D founders, sales stagnant, no active marketing or demand generation focus or program, competition fierce and Board looking for liquidity and exit options.

Solution: Transitioned R&D-focused entity into commercially driven, marketing-savvy organization in 14 months. Built an aggressive pipeline, secured industry credibility and validation, launched brand and established competitive differentiation. Initiatives enabled Board to successfully sell R&D assets.

- 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

Challenge: Company had not secured any new clients in more than 12 months and was consistently losing every competitive deal. Company lacked unified marketing and demand generation program and regional spending was disproportionate to potential opportunities.

Solution: Conducted extensive market research, analysis and field reviews. Developed a strategic and tactical plan to revitalize and transform global outsourcing sales. Overhauled and re-launched all products and services with new competitive differentiation. Introduced a demand generation practice and built a €2.5 billion pipeline while streamlining global marketing operations and branding.

- 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 industry's first 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

Challenge: Company had not been profitable for 12 years. Company technology in state of flux due to scalability issues, sales stagnant and media, analyst and customer relations strained.

Solution: Overhauled marketing and sales support. Built a demand generation strategy and program and reversed sales decline. Launched new brand image, repaired external reputation, introduced product marketing, established bi-directional customer communications, reduced overall spend and grew pipeline 45%.

- 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

Challenge: Company acquired 5 start-ups to expand product portfolio but lacked credibility as an enterprise competitor. Company needed a unified brand and an integrated marketing and sales program.

Solution: Integrated 5 acquisitions into a single brand and product portfolio. Built a demand generation strategy and program, aligned marketing with sales and grew market share by a double digit percentage.

- 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

Challenge: Board interested in pursuing an IPO within 12 months but needed to first build a corporate brand image, competitive differentiation, integrated sales and marketing program and a predictable sales pipeline.

Solution: Transformed regional systems integrator into an e-Business service provider within 12 months. Created a new industry segment, secured strategic partnerships and developed a value proposition and competitive differentiation. Built a credible brand and launched an aggressive demand generation program.

- Led marketing through growth: US\$32 to US\$52 million, secondary round of funding, organic launch of 60-person e-marketing and consulting agency, 80 to 121 clients, India BPO center expansion and S1 filing

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

Challenge: Company operated as 12 separate P&L centers with divisions competing against each other for the same business. Global sales were stagnant and Board looking for new revenue streams. Company had very negative image and reputation and was known as sweat shop of Silicon Valley.

Solution: Launched a new global brand and built credibility to legitimize contract manufacturing industry with media, analysts and Wall Street. Expanded product and services portfolio, established a competitive differentiation, launched global demand generation and streamlined sales programs and marketing operations.

- 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

Challenge: Company missed 5 consecutive quarters of analyst expectations and investors, employees and customers were quickly losing confidence. Sales were stagnant, regional marketing disjointed and no effective demand generation in place.

Solution: Launched a new brand image and identity, rationalized 450 products into consolidated product suites, launched global marketing and demand generation programs to revitalize sales, reduced overall spend and streamlined global marketing resources.

- Led corporate communications through growth: 8 acquisitions, 1,000 to 1,500 employees, 9 to 15 locations, US\$125 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
Sohopfungsbbeitrag Preis Award – for the most creative contribution and innovative impact to Babson.

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