

Michael E. Donner

www.SeniorMarketingExecutive.com

Results-driven, collaborative change agent with a proven track record of leading multi-disciplinary teams in both Fortune 500 companies and startups. Implements marketing strategies and programs that drive growth and profitability through demand generation with closed-loop ROI metrics. Combines in-depth knowledge of diverse vertical markets with the ability to unite marketing and sales and align activities with business objectives.

CORE COMPETENCIES

- ✓ Define strategy, vision and value proposition
- ✓ Product marketing, commercialization, market research, competitive analysis, pricing
- ✓ Product/service differentiation
- ✓ Manage product from inception to release
- ✓ Key message development
- ✓ Recruit, mentor, motivate and unite staff
- ✓ Implement automation and ROI tracking
- ✓ Build customer loyalty and reduce churn
- ✓ Branding and marketing communications
- ✓ Build/re-launch demand generation
- ✓ Go-to-market launches and communications
- ✓ Recruit, train and manage inside sales
- ✓ Guide crisis, corporate, financial, government and internal communications
- ✓ Social media, PR, IR and analyst relations
- ✓ Sales enablement and collateral development
- ✓ Negotiate alliances and channel distribution

Competitive Marketing Advantage, Ft. Lauderdale, FL/Irvine, CA

2008– Present

Executive consultant for strategy, marketing and demand generation. Serve as an agent for change on a project or full-time basis, remotely or on-site.

Key Client Projects

Prolexic Technologies (VC-start-up), provider of cyber-security, cloud-based DDoS services
Interim SVP, Chief Marketing Officer

Tech Data (NASDAQ: TECD), US\$24.4 billion information technology distributor
Interim VP, Marketing Services & TDAgency

- Managed division and P&L for 75+ person B2B agency with blue chip client list: Acer, Apple, Avaya, EMC, HP, IBM, Microsoft, McAfee, Oracle, Sage, Sony, Symantec, Toshiba, VMWare and Xerox
- Launched new value proposition (Connect, Engage and Deliver) with go-to-market strategy
- Secured 104% revenue and profitability growth targets for agency in Q4FY11
- Generated US\$17.5 million in new business in first quarter of re-launch

Thales (Paris: HO), US\$16.2 billion provider of encryption hardware, software and services
Interim VP, Marketing and Inside Sales

- Created, hired and launched an integrated marketing and inside sales group
- Redefined value propositions and demand generation for existing products and new markets
- Co-marketed solutions with Oracle and Microsoft to enhance brand awareness and credibility
- Added qualified opportunities to pipeline valued at US\$5.2 million within first three quarters of launching 3-person inside sales team
- Generated 7.27-18.68% conversation rates on bi-weekly e-marketing campaigns

IntelliDOT Corporation (VC-startup), provider of healthcare software, hardware and services
Interim VP, Marketing and Inside Sales

- Generated 569 qualified leads in 6 months, resulting in US\$42.6 million pipeline growth
- Reduced cost per lead from US\$3,027 to less than US\$125 (US\$7 for e-marketing)
- Added US\$10.9 million to pipeline within first quarter of implementing inside sales, delivered 7.8% qualified response and reduced sales acquisition costs by US\$2 million
- Developed business strategy with operational sales/marketing program to attack 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 demo 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 €7.7 billion provider of consulting, technology and outsourcing solutions
- 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 for Google Apps 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 added more than €1.3 billion to sales pipeline
 - Built a comprehensive global demand generation/marketing strategy and facilitated adoption and localization in the Americas, Europe and Asia/Pacific

- Eclipsys Corporation** (NASDAQ: MDRX), Boca Raton, FL 2004 – 2006
SVP, Chief Marketing Officer US\$383 million provider of healthcare technology, outsourcing and services
- Reduced overall marketing spend and grew pipeline 45%
 - Built a demand generation strategy and program to reverse sales decline
 - Launched new brand image, repaired external reputation and introduced product marketing
 - 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 provider of application development software
- Integrated five diverse corporate/product acquisitions into a single brand and product portfolio
 - Built a demand generation strategy and program as well as aligned marketing with sales
 - 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 nine-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 nine currencies

Additional Marketing Achievements

- As **Sr. Director, Marketing and Communications** for **Nexgenix, Inc.** (VC-startup), transitioned systems integrator into full-service e-business consultancy, implemented demand generation, grew revenues 63%, secured secondary round of funding, managed India BPO center expansion and S1 filing.
- As **Corporate Director, Communications & Marketing** for **Solectron Corporation** (NASDAQ: FLEX), launched a new brand image and identity to legitimize contract manufacturing industry with media, analysts and Wall Street, integrated 12 acquisitions, expanded product portfolio, managed marketing during rapid growth: US\$3.6 to US\$8.4 billion in revenue, US\$4.7 to US\$20 billion market capitalization.
- As **Manager, Corporate Communications & Director, Creative Services** for **Landmark Graphics Corporation** (NYSE: HAL), launched a new brand image and identity to integrate 8 acquisitions, rationalized 450 oil and gas technology products into consolidated product suites, initiated demand generation campaigns and managed marketing during rapid growth: US\$125 to US\$250 million in revenue until acquisition by Halliburton.

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