

Education

Capella University, Minneapolis, MN (April 2010 to April 2013)

Masters of Business Administration, 3.9 GPA

Global Operations and Supply Chain Management

Westminster College, Salt Lake City, UT (August 1998 to August 2004)

Bachelor of Arts, International Business, Cum Laude

International Business

Defense Language Institute, Monterey, CA (April 1997 to December 1998)

Certificate of Linguistics in Arabic



Work Experience



Director of Marketing, Mountain Alarm, October 2010 to Present

Conduct all aspects of Marketing for Fire Protection Service Corp, subsidiaries and divisions (Mountain Alarm, Link Home Security, CopperState Fire Protection and Kenco Security and Technology). Responsible for branding, co-marketing, new product integration, search engine optimization, social media, e-commerce, graphic design, logo design, promotions, customer retention, new customer acquisition, website conversion optimization and lead generation, affiliate marketing, advertising, public relations, press releases, developing customer profiles, defining various demographics, vendor relationship management. Engage with other members of the Executive/Ownership team in strategic planning and decision-making. Lead Creative Team of Channel Marketing Manager, Analysts and Graphic Design. Manage ongoing rotations of Communications/PR/Marketing interns and all aspects of their performance. Manage lead generation specialists and inside sales representatives. Increased efficiencies in purchasing through consolidation of vendors. Centralized purchasing of promotional products, apparel and branded supplies through the development of a web-based branch ordering process. Significantly increased website traffic to our e-commerce site and other subsidiary home pages. Implemented a digital contract signature process. Implemented numerous customer retention and loyalty programs that resulted in a 3% reduction in net attrition and increased customer revenues through organic growth. Contributed to the overall recurring monthly revenue growth of the company by ~200% during my tenure. Launched major retail sales efforts nationwide—a channel never before utilized by the security dealer network.



North America Channel Support Manager, NetApp (MarketStar), August 2007 to October 2010

Managed Inside Channel Sales and Support for North America StoreVault and NetApp. Managed a team of Outside Sales Reps tasked with doubling revenue for a NetApp top-tier reseller year over year (\$30M to \$60M) we attained 108% of target after 3 quarters. Managed an opportunity registration team who increased registration performance from 40% within a 48 hour time frame to 99% within 48 hours in 90 days. Managed a variety of marketing activities from lead generation and qualification to partner-facing marketing programs. Managed client relations for 5 unique projects (post-sales technical, pre-sales technical, marketing, sales and operations). Networked to Sr-level management within NetApp to discover new business opportunities and bring long-term stability to our contracts. Pioneered use of IP phones within our client's remote offices. Supervised expansion of our CRM software offering to include a knowledgebase and case tracking capabilities. Managed all other areas of operations within the various MarketStar NetApp teams. Served on advisory committees for retention, employee satisfaction and to strengthen a culture of accountability.



Global Account Manager, Intel Corporation (MarketStar). June 2003 to January 2004



Managed Intel's Wireless Co-Marketing Access Program- a marketing initiative to brand WiFi (Hotspots) with the Centrino logo around the world. Recruited and supervised account participation and growth through verification/qualification processes, contractual agreements, and press releases. Developed qualifying and quantifying criteria and tracking tools for the initiative. Managed client relations with the Senior program manager at Intel.

Account Manager, Hewlett-Packard (MarketStar). August 2001 to May 2002



As an Inside Sales Representative, I managed and grew 30 VAR accounts in Metro New York with \$36M in annual Hewlett-Packard sales. Authored quarterly growth reports and individualized business plans for each VAR. Special focus was given to building and maintaining relationships with each reseller. Conducted on-site client visits and focused VAR and end user training. Maintained consistency in the relationship with and sales growth in my account base through the HP/Compaq merger.



Director of Marketing, True North EAP, a Focus Services Company, May 2007 to August 2007

Worked with operations manager to define services offered, pricing and coverage areas. Developed standardized quarterly reporting criteria for clients. Designed informational brochures, trade show signage and materials and other marketing collateral. Built and maintained regional contacts in the insurance industry. Managed relations with multiple insurance brokerages with over 600 independent insurance agents offering our EAP to their clients. Authored and released all marketing communications. Launch first company website in June 2007.



Director, Focus Communications. January 2004 to April 2006

Managed client relations and operations for a variety of marketing campaigns including all top-tier accounts. Consistently increased net revenues on high-priority campaigns between 170% and 360% quarter over quarter. Remote managed projects in Lehi and Brigham City, Utah as well as the Philippines. Managed client relations, reporting, quarterly business reviews and project growth. Directed acquisition and integration of multiple new Midwest sites in 2005. Managed up to 400 representatives through multiple levels of management. Conducted successful monthly management development trainings. Managed new project launches. Coordinated all aspects of human resource (recruiting, interviewing, training, productivity, discipline, compensation and termination). Performed project analysis, budgeting and forecast planning. Managed work flow and employee allocation within all 5 Utah locations. Mentored, promoted and trained two other directors from within my management teams. Identified key employee time management issues and implemented solutions which dramatically increased productivity company-wide. As Director of Quality from June 2005 to April 2006, I assembled a strong support team of diverse individuals from all levels of management. Together we developed, implemented and managed strategic-level management decisions. These included centralizing quality analysts; saving the company over \$100K the first year while delivering superior results and more comprehensive reporting. I successfully initiated a fraud tip hotline, performed numerous interviews and dramatically reduced theft within the company.

THE CHURCH OF
JESUS CHRIST
OF LATTER-DAY SAINTS

Security Officer, Church Security Department, April 1999 to August 2001

Developed training materials and trained new officers. Assigned to specialized security details such as large venues. Invited to serve on Personal Protection Unit as needed. Completed defensive tactics and legal training. Accepted into firearms training program. Primary responsibilities were physical security and first response. Also worked as needed in the central security office (Operations and Communications Center).



Staff Sergeant, Utah Army National Guard. September 1996 to September 2005

Arabic Linguist. Veteran of Operation Noble Eagle, Operation Enduring Freedom and Operation Iraqi Freedom. Recipient of the Joint Commendation Medal, Global War on Terror Expeditionary Medal, Meritorious Unit Citation and the Freedom Award. Expert marksman. Disabled Veteran.

Skills, Interests and Other Service

Community Relations/Legislative Positions:

Ogden Rotary Board Member (2008-Present)
Venture Academy Board Member (2006-2011)
Ogden/Weber Chamber of Commerce Board Member (2012-2014)
North Ogden City Council Member (2012-2014)
Utah State House of Representatives, District 7 (2014-Present)

Languages: Fluent Italian and moderate Arabic linguist; some Spanish and German.

Software: CorelDraw, Word, Excel, Outlook, PowerPoint, and moderate in Access.

Interests: Community involvement (civic and ecclesiastic), family, piano, international business, business development, marketing, technology, travel, law enforcement, interviewing, interrogation, invention, entrepreneurialism and marksmanship/target shooting.

International Experience: Served a 2-year mission in the Milan, Italy area for the LDS Church. Deployments in Afghanistan and Iraq with travel throughout the Middle East, Africa and Europe.

References

Lee Wells, VP Client Services, MarketStar, 801-393-1155, lwells@marketstar.com
Ian Coburn, Sales Business Development Manager, NetApp, 408-822-1264, ian.coburn@netapp.com
Sam Foster, Director of Operations, Focus Communications, 801-791-3700, sfoster@focusservices.com
Abe Kader, Chief Warrant Officer, Utah Army National Guard, 801-225-5106
Tod Schroeder, SVP of Marketing, Wasatch Peaks Credit Union, 801-388-2341, larrytod@msn.com