

## EXECUTIVE PROFILE

Innovative **BUSINESS LEADER & MANAGEMENT CONSULTANT** with 25+ years of expertise in the evolution of business practices, market approaches, product/service offerings and technology advances to create world-class direct marketing, relationship management and customer care organizations. Build high-performance organizations and management teams that generate sustained profitability and shareholder value through diverse industry and functional expertise in:

- Driving revenue growth and competitive advantages through highly creative customer relationship strategies for the education, energy, financial services, high-tech, manufacturing, professional services and telecommunications sectors.
- Converging breadth and depth of functional expertise in business development, marketing, operations and finance to truly understand key business and market drivers, and create highly profitable business solutions.
- Leading the conceptual design and launch of competitive, value-added, revenue generating consulting, technology and specialty services/solutions that benefit both corporations and their customers.
- Structuring one-of-a-kind Fortune 1000 and specialty contracts, strategic partnerships/alliances and outsourcing agreements through well developed business development, communication, negotiation and relationship building skills.
- Proactively addressing fundamental people, process and performance through keen business insights, expert organizational needs assessment, process mapping tactics, and proven project design and execution skills.

## PROFESSIONAL EXPERIENCE

**President –THE KAUFFMANN GROUP**, Fair Lawn, NJ

2001 to Present

*Niche consulting firm specializing in world-class relationship marketing and business process outsourcing solutions*

Leveraged personal network and industry reputation to secure long-term engagements with companies seeking to build out and/or expand direct marketing, relationship marketing, customer care and loyalty programs. As both a subject matter expert and operational leader, devised and implemented strategic plans, business models, organizational structures, sales/marketing tactics, and service platforms to achieve aggressive revenue growth and market expansion while lowering operating cost and improving efficiency.

- Recognized as one of a select few companies worldwide, and featured in *New York Times* best selling author, Seth Godin's book, "Bull Market: Companies That Make Things Happen" for innovation and consistent success in **"...challenging their clients to be remarkable and consistently deliver breakthrough business results."**
- Garnered steady, profitable business for 7 consecutive years by applying expertise in targeted marketing, multimedia communications, relationship marketing and referrals.
- Established C-level executive cache, delivered subject matter expertise, and designed/executed relationship marketing and outsourcing programs for domestic and international clients in various business sectors.
- Forged an 18-month, in-depth relationship with the CEO of a 50-year-old market leading specialty food supplier to drive significant operational and marketing changes to keep pace with an ever-changing industry and marketplace.
  - Halted a steady business decline and positioned the business for double-digit annual revenue growth by identifying new sources of revenue, and targeting the company's most profitable customers and partners.
  - Improved operating efficiencies 20% by performing a detailed operational needs assessment and implementing best practices inside the existing customer care / customer service organization.

- Substantiated the value of outsourcing to build a world-class relationship marketing platform. Led RFP development, vendor selection, service negotiations and transition. Avoided \$2M+ IT/people investment and reduced costs 25%.
- Partnered with an emerging technology services company during their formation of a state-of-the-art business model to offer virtual back office and staff augmentation services to small businesses.
  - Developed relationship marketing strategy and business opportunity memorandum that positioned the client to raise upwards of \$3M in additional capital.
  - Conducted extensive competitive research, formulated sales/marketing strategies and designed organizational structures to drive 25% increase in top-line growth within just 6 months.
  - Created a formal strategic partnership and alliance development process, delineated a unique value proposition using advanced technology to share information, and opened the door to several key relationships.
- Retained by private investors to establish a business process outsourcing operation in the Caribbean dedicated to the financial services sector.
  - Conceived and designed a unique value proposition offering clients closer proximity to US operations while maintaining competitive cost structures with other offshore outsourcing centers in India and Southeast Asia.
  - Served as the point person to research and select the site. Designed and implemented people, process and IT functions to build the organizational structure for what is projected to become a \$100M business within 5 years.
- Developed relationship strategy and business plan for a niche sporting goods company. Raised \$15M in private equity to fund a major market expansion/diversification initiative.

**General Manager, Relationship Marketing – SYSTEMS & COMPUTER TECHNOLOGY CORP, Malvern, PA**

1999 to 2001

*\$450M, 3.5K employee highly respected information technology organization serving a worldwide clientele; subsidiary of \$4B SunGard Data Systems, a leader in processing and administrative systems for education, financial services and public sectors*

Challenged to lead critical strategy formulation and execution of programs and activities designed to transition SCT into the market leader in relationship leverage solutions – a tiered approach offering clients the best resources in IT and management consulting, industry-specific software/systems and business-driven, enterprise-wide technology solutions.

- Achieved first mover position for SCT as a sought after resource by energy, higher education and manufacturing clients for relationship leverage solutions. Delivered 20% annual growth.
- Developed SCT Business Intelligence strategic initiative and worked with CTO to increase operating efficiencies 20%.
- Designed/launched SCT's Services Strategy. Generated \$1M in revenues from Enterprise Internetworking, Business and Information Technology Synchronization, Web Development/Hosting and other IT services.
- Formulated and executed a strategic relationship with Broadvision. Integrated teams, business methodologies and sales/marketing strategies to "package" Broadvision's leading E-Commerce services with SCT's core service offerings.
- Identified and initiated strategic alliance discussions with Siebel, Clarify, Peppers & Rogers Group, The Patricia Seybold Group, KPMG, Andersen and others, which added significant value to SCT's software/consulting service portfolio.
- Assessed 8 potential equity investments and/or acquisitions. Acted as an "incubator" to emerging businesses providing complementing technologies to SCT's existing product portfolio.