



Mel Tinney

Mel is a Senior Sales, Marketing and Business Development Executive with over 18 years of experience in technology-driven environments including over 10 years of experience with Fortune 100[®] companies. He has strong sales, marketing, management, presentation, teaching and cross-functional team building skills.

Mel possesses outstanding oral and written communication skills and has demonstrated the ability to communicate, and manage relationships with senior level business executives.

Professional Experience

Insight Formation, Inc.

Account Executive/Sales & Marketing Consultant

Mel was engaged as a consultant and, after 3 months, hired fulltime to develop a presence in the web-based knowledge management/content management space. Over a period of 6 months he helped establish a relationship with an industry-leading software company, coordinated and conducted seminars, helped to develop an interactive mini CD-ROM marketing tool, and developed the sales pipeline, adding more than a dozen qualified opportunities, each with a six-figure sales potential. Each of these accounts represented the development of a personal relationship with the key managers/executives involved in the decision-making process.

At one large international company Mel put together a meeting/presentation that included 20 of the senior management team members who were involved in the RFP/vendor-selection process.

Stonebridge Group

Account Executive/Sales & Marketing Consultant

Helped develop sales/marketing systems and developed an account list that included key people from Imation, US Bank, VC firms and others.

SafeNet Consulting, Inc.

Account Development Executive

At SafeNet Consulting, Inc. Mel was responsible for developing new business and growing existing accounts. Over a period of eight months Mel developed a major health care account from nearly zero to a run-rate of \$1.4 million per year and projected second-year revenue of over \$2 million.

He led the company in average margin per consultant and acted as mentor to several consultants teaching them how to grow business in their individual spheres of influence.

Dale Carnegie Training

Strategic Sales and Marketing Consultant

At Dale Carnegie Training Mel developed a model that introduced computerized sales and account management technology and practices to the company.

His accomplishments included:

- Review of existing sales practices and tools.
- Development of RFP and selection of vendor for a new telephone/voice mail system.
- Design of flow and management goals for sales and marketing information.
- Design of a communication and information center for the company that included:



- Interfacing with the New York headquarters communication systems of Dale Carnegie & Associates.
- Designing the layout and purchasing the components for an NT 4.0/Win 95-computer network and supervising its installation. This implementation was designed and driven by the sales process developed by Mel.
- Specifying and customizing networked sales management software.
- Consulting with Account Representatives on the use of the system to grow their business.

As a result of Mel's work the company had their best sales year ever and a number of Dale Carnegie franchisees around the country began implementing systems based on his design.

The Business Strategy Resource Center

Principal Consultant

As owner and Principal Consultant, Mel was responsible for sales and marketing of the company. His clients ranged from small start-ups to the **State of Wisconsin Department of Development** where he developed business plans, sales and marketing plans and feasibility studies for D.O.D. clients.

During this time he worked with the **Small Business Development Center** at the University of Wisconsin—Eau Claire (an outreach of the SBA) to do planning and consulting for their clients.

Mel served as Adjunct Professor at the **Chippewa Valley Technical College** Menomonee Campus where he taught courses in sales, marketing and entrepreneurship, and served as Vice President of the **Pierce County Economic Development Corporation**.

Digital Equipment Corporation (DEC)

Senior International Marketing Manager

Mel was recruited by **Digital Equipment Corporation (DEC)** as a senior international marketing manager. At the time Digital was the world's second-largest computer maker with annual revenues of 14 billion dollars. During his tenure with Digital Mel managed business segment expense budgets exceeding one million dollars annually. He negotiated sales and marketing agreements with resellers from Australia, Israel, the U.K., Sweden, Japan and the United States.

Mel produced business plans for joint ventures with several DEC partners. Most resulted in million-dollar plus commitments to fund the associated projects. He co-developed sales and marketing plans with these companies and participated in joint sales presentations and major trade show events where his focus was on closing business!

He has traveled extensively in the United States and has held business meetings and negotiating sessions in Europe and Japan winning several top-level corporate awards for his performance.

Mel has worked with senior management and executives at such companies as ABC Television, NBC Television, CBS Television, Gannett, Inc., The Christian Science Monitor, CNN, General Instrument, Harris, Corp., Ticketron, The Walt Disney, Corp., and NHK to name just a few.

SISCOM, Inc.

Director of Sales and Marketing

At this independent software and services company Mel developed the concept for a DEC MicroVAX-based electronic newsroom system. He contacted NBC and, by partnering with DEC's New York sales office was successful in developing relationships with NBC executives, which led to replacement of the industry-leading solution at, not only NBC, but also National Public Radio, Several Gannett broadcast outlets and other stations and networks.



While at Digital, Mel positioned an acquisition by DEC of the two leading vendors in that market space.

Time, Inc. Video group

Business Development Manager

Mel was recruited by **Time, Inc.** to work in the Video Group (**HBO & American Television and Communications Corp.** (ATC)) as manager of new business development.

At the cable TV division, Mel developed and successfully implemented the business plan and concept for the world's first digital still-photo classified advertising business dubbed **The Ad Channel**. The business plan was one of the first at ATC using a personal computer and VisiCalc, the first PC spreadsheet application, to run various sensitivity models and operating scenarios.

The Ad Channel was written up in numerous publications and led to a highly profitable automated cable TV business that is part of the success story of cable TV advertising, a business segment that began growing at a 20-30% compound annual growth rate.

Education, accomplishments and recognition

Mel holds certificates in business finance from **Denver University**, and the **Wharton Business School**. He is a graduate of **Dale Carnegie Training** and has completed numerous workshops, seminars, and courses throughout the country on subjects ranging from sales and interpersonal management skills to strategies for international marketing. He completed the Oz Enterprises training on consultative selling of technical consulting services.

He has written and co-authored numerous articles for the national, and international trade press and is the author of the book **How To Start Your Own Advertising Agency**.

Mel is listed in **Who's Who in Finance and Industry**, **Who's Who in The Midwest**, and **Who's Who in Advertising**.

Tools and Technology Competence

Mel has worked with PC technology from the Apple II through the Pentium III. He has worked with companies and applications using mainframe, client/server, and networked mini and microcomputer technologies from Microsoft and Digital as well as the proprietary systems common to third party vertical market applications. He is skilled in MS Office 2000, Visio and the Internet. He also uses a web-enabled cell phone and Palm III synchronized to Outlook 2000 to manage his personal contact list of over 1,300 records.

Summary

The common thread throughout Mel's career has been sales. Selling products, services, ideas and relationships—usually relating to the application of leading edge technology and packaged as integrated solutions.

His focus on building collaborative relationships and team selling concepts continue to fuel his excitement, as these are becoming the key elements differentiating competitors.

High added value based on unique, strategically managed, corporate knowledge and strong 'trusted advisor' relationships will separate market leaders from also-rans well into the future. Mel understands both well.