

Startup Strategy – Edge Computing – Federal IT Contracting

Current 2023

Beech Behavioral Health Foundation

Chapel Hill, NC

Beech Behavioral Health Foundation is a 501©(3) not for profit focused on behavioral health solutions for atrisk groups and communities. We are an interfaith organization focused on improving mental health outcomes through natural therapeutics and digital health IT. We are using AI, PTSD research and open source technology to improve the world.

Executive Director

- Website design
- Partnerships and funding
- Clinical Treatment Site selection and setup
- Building out critical paths
- Platform ideation and creation
- Team Building
- Market and Financial Analysis
- Grant management

Consulting Projects -

Ticketmaster Mobile Team - AR/VR

Digital Map Products - Geospatial New Product Implementation (Vector Mapping)

Jan 2016 – Nov 2017

ShadowSoft

Washington, DC

Shadow Soft is an open source channel VAR and an exclusive channel partner of Red Hat, Chef, and a number of other open source automation tech companies.

Edge Mobility Analyst

- Fed IT
- Scoped \$5b navy modernization
- Worked on various agency proposals
- Helped build out Fed Team
- Sold \$2m worth of mobile subs.
- Acquired mobile partnerships for fed stack
- Grew revenue 1000% year over year, \$1m recurring

April 2015 - April 2016

Red Hat Public Sector

Washington DC

Red Hat is the largest open source software company in the world. They had purchased an enterprise mobile application platform called FeedHenry in 2014 and begun an initiative to sell it into the public sector in 2015. I was brought on to head up the sales and strategy effort of implementing the Red Hat Mobile Platform and mobile services to DoD, Civilian, and Healthcare agencies. They are currently integrating it into their PaaS as an advanced feature.

Mobile SSP (Mobile Practice Lead) – DoD, Civilian, Healthcare, State and Local

- Coordinated 3rd party VAR to start targeted lead generation campaigns
- Effectively built and customized the RHMAP as a shared service to be implemented as part of an MCOE (Mobile Center of Excellence)
- Coordinated with Public Sector consulting to create “ Starter packages” to get customers up to speed
- Set up systems integrator partnerships to specialize in mobile (preferred mobile partners)
- Vice Chair for ATARC Mobile Backend as a Service working group
- Worked with account executives across Public Sector to strategize mobile into each of their accounts
- Headed up team to submit a \$1.8m BAA for DHS S&T Directorate
- Worked with DHA Account team to implement a \$1.5m mobile center of excellence concept (still in process)
- Effectively worked with HHS OIG CTO to implement a mobile first strategy for inspectors and auditors in the field
- Set up partnership with NIC to implement RHMAP MCOE into 30 state agencies
- Worked with DHS OCIO to implement RHMAP as a shared service (pilot)
- Built \$4.5m pipeline in 10 months
- Built relationships with Deloitte, Apple, and Samsung
- Worked with Public Sector BD Teams to insert our technology into large SI innovation labs (Booze, Deloitte)
- Worked with mobile business unit to partner with mobile security components to enhance platform for public sector consumption.
- Built out plan for utilizing Apple Research and Health kits for use in clinical and health care related capacities

Nov 2011 – April 2015

MobileSmith (SmartOnline)

Durham, NC

MobileSmith is a portfolio company owned by private equity firm Atlas Capital. MobileSmith’ s core technology is a platform as a service (PaaS) designed for marketing and IT teams to rapidly ideate, prototype, deploy, and manage native mobile applications (iOS and Android). I was brought in to help the new VP of Sales establish and build a sales force and position our platform away from not for profit clients to an enterprise, healthcare and federal government focus.

Senior Account Manager – Federal and Key Accounts (2014 – 2016) Healthcare (2011-2014)

- Established and managed federal vertical
- Established and built Healthcare vertical
- Designed product literature, sales demos, pricing, and capabilities statements
- Hired and trained 5 inside sales reps, 2 outside reps
- Set up international channel sales relationships in Australia, Canada, and South Africa
- Ran all aspects of trade show exhibition nationwide
- Implemented and facilitated complex, multi team strategy sessions for federal and healthcare clients
- Implemented Salesforce.com CRM and managed CRM administrator
- Implemented Deltek Govwin for contract and opportunity analysis
- Helped establish our consulting practices group (creative, resource assessment, implementation, ongoing best practice management)

- Interfaced with internal development, product, and executive teams to drive roadmap requirements based on customer needs and competitive analysis.
- Took revenue from \$0 to \$2.5M recurring in 3 years
- Headed up partner development with health innovation teams.
- Successfully sold into Navy, DHA, DISA, EEOC, NLRB etc.
- acquired over 60 healthcare systems
- Navigated and built relationships with IT Systems Integrators, federal Innovation teams, and agency OCIO offices
- Established contracting strategy, including sub strategy and strategic relationships with GWAC and IDIQ contract holders
- Accounted for 60% of all revenue company wide
- Grew current pipeline to over \$6m dollars, a 400% increase from prior year.

Jan 2010 – Nov 2011

RealUp.com and Contaks.com

Raleigh, NC

RealUp.com and Contaks.com are startup internet sites located in Raleigh focused on commercial real estate listings.

Vice President of Sales & Marketing

- Responsible for creating and implementing sales and marketing approach
- Identified and sold to high value prospects
- Identified and implemented advertising agency relationships
- Created pricing and ad specs
- Identified, designed sponsorship program, and acquired all national sponsors for RealUp.com
- Google AdWords and DFP analytics implementation
- Implementation of Salesforce.com and Highrise, Basecamp
- Used customer feedback to guide product design and define feature set
- Utilized internal database to create ongoing drip marketing campaigns
- Created presentation, pitch, and value proposition for Contaks.com
- Actively solicited and presented to investors for our second round of financing
- Acquired national listing partners for content
- Grew revenue 1000% year over year, \$250k annual recurring.
- Social marketing consultation with major clients and agencies

Nov 2008-Nov 2009

Parthenon Capital

Chapel Hill, NC

Parthenon Capital utilized my services to consult on local and regional sales initiatives for a portfolio out of home media company they had acquired.

Consultant (Sales Implementation)

- Identified opportunities and profit centers for portfolio company
- Created customized end to end sales process
- Trained and hired inside sales team
- Identified vertical markets for local and regional sales
- Identified localized advertising opportunities

- Implemented Salesforce CRM for company wide use
- Built out our advertising agency partner programs
- Created back end creative process flow for ad creation
- Hired and trained 4 regional managers for local and regional sales in NYC, Chicago, Boston, and LA
- Regularly interfaced with upper management to provide analytics, expectations, costing and sales ratios
- Hired and trained internal sales manager for ongoing sales management

April 2006 – Sept 2008

Starpoint Digital Media Network

Chapel Hill, NC

Starpoint was a startup specializing in out of home digital media within high end fitness clubs throughout the southeast US.

Vice President of Sales & Development

- Develop and manage inside and outside sales force of 5 sales reps
- Train sales force in generating leads in a cold calling environment
- Developing relationships with Strategic Partners (ad agencies, Gyms, resellers)
- Analyze performance of sales reps and make adjustments accordingly
- Business Development/Market Penetration.
- Strategizing and development of sales action plans and analysis of industries for targeting
- Contract development as it pertains to price points and industry standards
- Developed measurement standards.
- Developed and implementing cross channel marketing plans.
- Developed marketing and sales budgets
- Creating a sales and marketing presentation for sales team
- Developed creative campaigns with clients, taking a consultative sales role
- Successfully solicited 2nd round financing of \$800,000
- Acquired host partner locations in excess of 100+ locations
- Wrote the sales and marketing plan for business plan

BBA Finance Kent State University

Television Properties

Kidmonauts- 22 min Children Animation - 5-6 year old category - Creator

Justice Layne - 22 min Adult Animation with Lorenzo Lamas attached - Co-Creator

Celebrity Garage Sale - 22 min Scripted Reality- Co Creator

Paul Bunyan - Angry in America 2020 - Creator

Sunset Vista - 22 min Live Comedy- Creator

