

## Michael F. Brownstone

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### Lead Marketing Manager/Director of New Market Development/Business Development Pro

*Exceptionally skilled in creating new business and launching innovative products and solutions, as well as, developing strategic sales and marketing strategies that align with client and partner initiatives.*

Exceptionally personable B2B sales and marketing executive with detailed skills spanning into **Business Development, Sales/Marketing, and Corporate Communications**. Holds an extensive background with local, national, and international clients, OEM and strategic partnerships, particularly with Fortune 500 companies. Managed a large sales and marketing department that produces relationships with corporate clients and Cisco Systems.

Consult with client decision makers to discuss spinout logistics, target market strategies to create executable plans that increase sales and market share. Managed projects, from the scope of the client's revenue/exposure expectations, sales and communications and management of contract personnel or outside vendors. Developed innovative spins to traditional marketing materials and programs. Consistently achieved performance with profitable (history of \$18 million or 300% above target).

## RESUME to REFERRAL

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## Education

### Bachelor, Business Management (Minors: Marketing & Finance) ▪ 1996

University of Kentucky, Louisville, KY

## Professional Experience

### DIRECTOR, US INITIATIVES ▪ COMPANY CONFIDENTIAL ▪ 2006 – PRESENT

- **Retained by a European investment group to bring Appear into US markets** and position the company for a US acquisition.
- **Researched new markets and positioned the sales and marketing department to target and penetrate primarily US markets, specifically healthcare, transportation, and security industries;** secured over \$12 million in business and laid the foundation to sizeable long-term sales.
- **Established and managed major accounts in healthcare and government,** including NYC Transit & Port Authority (currently working on a deal worth \$10 million), City of Houston, Washington, DC, and various U.S. Government agencies.
- **Secured and built prestigious partnerships with highly visible Fortune 500 corporations and system integrators,** such as Cisco Systems, General Dynamics, Siemens, Intel Digital Health Group, ARINC and Sprint.
- **Led US re-branding and market development strategies,** while revamping existing European marketing materials, case studies.
- **Authored Appear's US healthcare business plan,** and developed end-to-end product solutions through client site research and developing partner ecosystem with Cisco, Intel, Motion Computing and various other RFID/RTLS, security and biometrics manufacturers.

### SENIOR CONSULTANT ▪ COMPANY CONFIDENTIAL ▪ 2002 – 2006

- **Audited business practices and proposed business strategies.** Consulted on business planning, program development, and overall operations, such as performing thorough market analysis and creating effective branding and execution strategies.
- **Developed and managed small teams to handle key projects.** Recruited, trained and managed contract employees, sales engineers, and software developers internally and for clients.

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- **Created sales and marketing strategies, and introduced key partners and clients for a pharmaceutical company spinout** that conducted late-phase clinical trials over a proprietary web-based architecture.
- **Researched short- and long-term needs, created sales and marketing campaign, and set up key distribution partners for the spinout of an orthopedic company:** wearable, post-op pain medication delivery system.
- **Client Spinouts:** Consulted on several independent businesses resulting from spinouts of publicly traded companies, involving key marketing techniques, securing capital during incubation stage, and business development and channel partner strategies pertaining to each new entity.
- **Handled a variety of training and marketing projects;** i.e. developed healthcare vertical strategy for an international travel and incentives corporation, contracted to conceptualize and author business plans for various clients.

## **VICE PRESIDENT OF SALES, DIRECTOR OF BUSINESS DEVELOPMENT** ▪ COMPANY CONFIDENTIAL ▪ 1999 – 2002

- **Helped grow a small mobile technologies company into the leading provider of sales automation software for the medical device industry** by developing and securing business with Johnson & Johnson, Smith + Nephew, Biomet, Hill-Rom, Stryker and others.
- **Identified selling and marketing opportunities within medical device and pharmaceutical industries;** responsible for 80% of sales, totaling \$8 million each year (secured 300% of quota).
- **Secured Medibuy's first major customer, Tyco, for \$20 million.** Conceptualized and headed ecommerce initiatives and created additional sales generated through online leads. Authored sales message and overall content based on target audience, prospects, and client base.
- **Identified and positioned OEM and strategic partnerships with technology giants, Compaq, Palm, and Symbol/Motorola**

## **SALES EXECUTIVE & TRAINER** ▪ COMPANY CONFIDENTIAL ▪ 1997 – 1999

- **Assisted launch of a new, minimally invasive surgical products initiative, Gynecare.**
- **Developed several sales and marketing programs** that were used nationally to increase sales.
- **Achieved over 150% of quota in first year** and nomination for "Rookie of the Year."

## Forum & Organization Involvement

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Member, Healthcare Information and Management Systems Society (HIMSS)

Member, Louisville Technology Forum

Member, Kentucky Venture Center ▪ Member, TechPoint

Member, Kentucky Health Industry Forum

Member, of AAAE (Airport Security), IEEE New York City Chapter, HIMSS

## Key Accolades

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Developed Healthcare Forum with industry leaders Cisco, Motion Computing, Intel and others to create open dialog and partner strategies for communication and mobility solutions for clinical environments.

Panel Speaker, Kentucky Health Industry Forum, 2007

Presenter/Attendee, AAAE, 2007

Presenter/Attendee, IEEE NYC, 2007

## Technical Skills

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Sales Force Automation Solutions: ACT and Salesforce.com

Microsoft Products: Outlook, Word, Excel, Paint, Publisher and PowerPoint