

C-LEVEL & DIVISIONAL LEADER: B2B & E-COMMERCE

Core Competencies

Executive Leadership

P&L Management
Talent Development
Team Building
M&A

Business Development

Strategic Partnerships
Sales Development

Strategic & Tactical Marketing

Brand Building
PR & Media Management
Direct Marketing
SEO & Pay-per-Click Strategies

Operational Strategy & Management

Project Management
Technology Integration
Outsourcing

E-Commerce

Online Auctions
Website Development
Search Engine Technology

Driving profitable growth for fast-moving global enterprises.

Innovative, ROI-driven executive who builds technologically sophisticated business models into multimillion-dollar revenue producers. Part of corporate leadership team that propelled Liquidity Services, Inc., from dot-com bust to \$147M revenues, 13 straight quarters of profitability, successful IPO, and recognition as one of the nation's fastest-growing companies—and a formidable competitor to Google and eBay for B2B.

Expert in building brand awareness and negotiating partnerships, and strategic alliances to maximize resources, leverage technology, and achieve low-cost customer acquisition and stickiness. Conceptualized, launched, and created multimedia marketing buzz for new concepts and pioneering services, including the leading global e-commerce/auction platform and one of the world's foremost business search engine/portals. Generated millions in advertising, affiliate, and pay-per-click revenue.

Sophisticated global executive, instigator of groundbreaking business solutions around the world. Established operation in China and outsourced e-commerce solution in India (Liquidity Services); created the first online HTML platform for marketing global multilingual content solutions (Hewlett-Packard); launched an online broadcast service in Singapore (WorldSpace); developed distance-learning programs for business managers in a historic program in Russia (Peace Corps). Fluent in Russian and Urdu/Hindustani.

Marketing and e-commerce strategist with a track record of envisioning and building profitable online services, acquiring large repeat user/customer base, attracting affiliate and advertiser participation, and enabling the successful transaction of high volumes of e-business.

Motivational and persuasive team leader with proven strengths in recruiting, mentoring, and motivating cross-functional talent. Nurtured and developed individual potential; created high-energy pay-for-performance culture; recruited and retained "A" players in an extremely competitive employment market.

CAREER

- Chief Marketing Officer & General Manager,** Liquidity Services (NASDAQ: LQDT), Washington, DC 2000–2006
Driving force behind marketing, product, and e-commerce strategies that spurred 800+% revenue growth in five years (and IPO) and generated nearly 200,000 annual B2B transactions for 500-employee company.
- Grew number of registered business buyers from 10,000 to 500,000+.
 - Attracted 990,000 annual auction participants at acquisition cost below industry standard.
 - Led goWholesale search engine/portal from concept to \$3.3M revenue in second year.
- Manager, e-Business Strategy Services,** OneSoft, McLean, VA 1999–2000
Directed B2B e-commerce and e-marketing projects for startups and leading retailers/manufacturers.
- Marketing Consultant,** WorldSpace, Washington, DC, and Singapore 1998–1999
Led 9-month project, creating and launching innovative B2B and B2C satellite online broadcast service.
- Franchise Owner/Business Development Manager,** Pressed4Time, Sacramento, CA 1995–1998
Launched multiple-franchise personal delivery service that achieved profitability and record sales in first year.
- Business Consultant,** Peace Corps, Center for Business Development, Western Russia 1992–1995
Started first-of-its-kind distance learning program and business development initiatives in newly privatized Russia.
- International Product Manager,** Hewlett Packard, Mountain View, CA 1989–1992
Directed global product marketing for online information services.

EDUCATION

- MBA,** Marketing, 1989 Northwestern University, Kellogg School of Management, Evanston, IL
BS, Computer Engineering, 1986 Harvey Mudd College, Claremont, CA