

Brian Skalski

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OBJECTIVE Senior sales & marketing management position with hands-on opportunity to build markets for information technology-based products. Specialize in performance-based marketing delivering measurable results.

- SKILL STRENGTHS**
- *Market Focus:* Over 20 yrs experience targeting business-to-business markets offering technology products to non-technical decision-makers.
 - *Hi-Growth Management:* Specialize in building marketing function in hi-growth, post-startup environments.
 - *Strategy Development:* Strong analytical & process skills for developing and implementing plans that methodically build markets.
 - *Direct Marketing:* Develop cost-effective models that deliver a reliable and consistent flow of leads and sales.
 - *Direct Sales Support:* Actively drive sales developing all aspects of sales force support including planning, tracking, presentations, and training.
 - *Product Marketing:* Hands-on development of Market Research, Business Requirements, and Functional Specs.
 - *Marketing Operations:* Hands-on process and implementation focus to deliver on-time and on-budget.
 - *Marketing Communications:* Develop cost-effective, compelling programs that simplify complex products/services.

EXPERIENCE **Fidelity National Real Estate Solutions (FNRES)** Jackson, NJ
Director, Agent Solution Sales
2005-Oct 2007 Managed sales for industry's top Agent Contact Management software, AgentOffice® from the leading Real Estate technology company:

- \$1.2M/yr Sales, 4,500 new clients/yr, 40,000 tot registered users
- Led team that boosted sales by 40% — with no additional resources
- Rebuilt & re-launched Reseller Channel program

Geppetto Marketing Jackson, NJ
Independent Consultant
2002-2005 Sales and Marketing consulting specializing in hi-growth companies:

- Developed Sales & Marketing Strategy for NYC-based software dev co.
- Produced website overhaul for manufacturing technology company to convert brochure site to sales support site.
- Developed & launched *Rock That Interview*, a multi-media and web-based retail consumer product that job seekers use to prepare for interviews.
- Developed Revenue & Expense Forecast, Sales Model, support materials for rollout of national sales force in several RE Tech companies.

eNeighborhoods, Inc. Langhorne, PA
VP—Marketing & Product Development
2000-2002 Real Estate Info Technology company featuring a software and web Sales & eMarketing tool for Realtors:

- \$8M revs, 20,000 subscribers, 70,000 users
- Overall Marketing strategy development & execution including Product Development, Product Marketing, Marcomm and Direct Sales Support of 19 sales territories nationwide.
- Developed Business Plan & managed Process Plan to rebuild company operations and Sales Model in 60 days after company buy-back.

1999-2000	ProAct Technologies (formerly iClick.com) Director—Product Marketing Employee/Manager Self-Service portal for the large corp ERP HRMS Market	White Plains, NY
	<ul style="list-style-type: none">• Post-startup (i.e. proven product & market), pre-IPO software development company in hi-growth phase. \$3M revs, 30 clients.• First-ever head of Product Marketing charged with shifting operating model from short-term, reactionary ‘start-up’ focus to scaling the business with professional management processes.	
1991-98	ADP - Automatic Data Processing, Inc. Sr. Director—401(k) Marketing (Senior Mgmt Team)	Roseland, NJ
(1996-98)	<ul style="list-style-type: none">• \$8 million sales (\$900k marketing budget).• Built marketing team from scratch beginning with national rollout to becoming the fastest growing 401(k) provider with 6,000 clients (68th largest to Top 10 ranking in 3 years).• Key was implementing and managing a direct marketing model that delivered a reliable flow of leads to support a 0% prospecting sales model i.e. 100% of sales come from direct marketing leads and referrals.• Developed all collateral from lead generation, to sales, to employee enrollment—over 50 items including brochures, proposals, and videos.	
(1993-95)	Director – Marketing <u>Small Business Payroll</u>	
	<ul style="list-style-type: none">• \$150 million sales (\$5 million marketing budget).• Developed & implemented lead generation programs to support 1,500 person salesforce for ADP’s core business.• Efficient, low-cost direct mail programs generated over 300,000 leads/yr• Exceeded lead plan by 15% driving 20% of overall sales (\$28 MM)..	
(1991-93)	<u>Human Resource Information Systems (HRIS)</u>	
	<ul style="list-style-type: none">• \$15 million sales to mid-large size client segment (\$500k budget).• Hired to revitalize marketing promotion strategy for a non-core business—over 20% sales growth for 2 years achieving bonus targets.	
1988-91	AMERICAN EXPRESS - Corporate Card Manager — Product Marketing	New York, NY
1983-86	COLORADO NATIONAL BANKSHARES – Mortgage Company Systems Analyst	Denver, CO
1982-83	TRANSAMERICA TITLE INSURANCE COMPANY Escrow Officer	Denver, CO
EDUCATION 1986-88	UNIVERSITY OF MICHIGAN MBA Marketing — Graduate School of Business Administration	Ann Arbor, MI
1985	UNIVERSITY OF COLORADO Certificate in Computer & Information Technology	Denver, CO
1976-81	MARQUETTE UNIVERSITY BS Economics — College of Business Administration	Milwaukee, WI