

Dawson Roark

415 Cutler Street
Raleigh, NC 27603
919.649.6952

droarkl@gmail.com
www.dawsonroark.com

Versatile sales, marketing, and business development leader with more than 17 years' experience at the intersection of sales and technology. **Armored, road tested, and results-driven**, I love working with clients, leading teams, and delivering top sales results. I am equally comfortable collaborating with project managers, business analysts, engineers, and executives. I offer a history of stellar results across a range of industries, plus specific training in areas that can most benefit today's technology-driven sales organizations. In the past few years, I have...

- **Built a new mobile data channel that produced more than \$1 million in sales for a Raleigh industrial distributor. Surpassed 2004 sales goal by 200%. Increased revenues 85% from 2005 to 2006. Educated the sales teams on products, features, and services and trained customers to implement and optimize technology solutions.**
- **Grown profitable, long-term sales relationships with more than a dozen Fortune 500 companies, among them Ford, Mercedes, Cummins, Caterpillar, Eaton, Johnson Controls, BMW, and John Deere.**
- **Managed after-the-sale services and completed projects for large OEM customers with demanding product specifications and challenging delivery deadlines many with no-failure scope agreements and contract clauses.**
- **Increased top-line revenues 15% in 12 months in my first year as a Vice President of Sales Technology.**
- **Managed technical interactions with clients and simultaneous e-commerce online store rollouts for clients such as Blue Cross Blue Shield of North Carolina, Dominion Enterprises, SAS, Washington Gas, and PPD.**

CORE STRENGTHS, COMPETENCIES, AND AREAS OF EXPERTISE

• Sales Strategy, Planning, and Execution	• Sales Team Development and Performance Mentoring	• New Product / Service Planning, Development & Deployment
• Strategic and Solution Selling	• Budget Development and Project Management	• Executive Team, Client, and Supplier Presentations
• Key Accounts Management	• Sales / Marketing Plan Development and Execution	• Sales Automation and CRM Implementation
• Change Management	• Channel and Distribution Sales & Management	• IT Management - Development, Administrative Hardware, and Software Teams

PROFESSIONAL EXPERIENCE

Decode Solutions, Raleigh, NC

Consultant 2009 Present

Decode Solutions is a consulting and freelance project launched in January 2009 to focus on social media marketing and implementation projects. In addition to online marketing strategies, clients engage Decode Solutions for mobile solutions (**iPhone applications and iPhone Enhanced websites**) to extend their brands and use mobile platforms to market their products and services.

Brand Fuel, Morrisville, NC

Vice President Sales Technology 2007 2009

Brand Fuel is a nationally recognized, full-service promotional products agency that helps its clients increase sales and raise brand awareness. As vice president of the firm, I achieved the following results:

Business Process and Sales Development results:	Information Technology results:	Social Media, Marketing, and Branding results:
Increased top-line revenues <u>15% in 12 months</u>	Implemented new lean technologies and processes in Brand Fuel's fulfillment division	Filmed, directed, edited, and produced 10 Brand Fuel video shorts
Customized and implemented open-source Web 2.0 CRM system and built sales automation processes	Replaced legacy servers and software. Updated VPN and remote connections	Used CRM features to improve client communications by implementing client satisfaction surveys
Managed online store rollouts for clients such as Blue Cross Blue Shield of North Carolina, Dominion Enterprises, SAS, Washington Gas, and PPD	Led software development team	Revamped Brandfuel.com, prompting a <u>30% increase in site traffic</u>
Managed sales team and overall sales team forecast	Created an IT disaster recovery plan	Edited and created HTML web content and case studies

Industrial Power Sales, Raleigh, NC

Industrial distributor that specializes in helping automotive manufacturers error-proof production facilities.

Director of Data Management 2003 2007

Developed new division within Industrial Power Sales: Data Management

- Surpassed 2004 sales goal by 200%
- Increased revenues 85% from 2005 to 2006
- Established long-term channel partnership with Symbol Technologies (now Motorola Enterprise Mobility)

- Managed training curriculum for 23 outside sales representatives covering Symbol University coursework and data management platforms
- Maintained sales channel with Atlas Copco, a premier supplier of assembly equipment to automobile manufacturers worldwide
- Oversaw internal CRM and sales reporting systems

Director of Information Technology 2000-2003

Converted legacy AS400 and RISC 6000 servers to Microsoft 2003 Active Directory environment.

Specified, purchased, and installed server farm consisting of SQL, Citrix, file, print, and MS Exchange servers. Installed and maintained all servers, desktops, and laptops that connected remotely and locally (nearly 70 machines). Created virtual private network for remote sales force to access all internal systems.

Cisco Systems, RTP, NC

OSS TAC Coordinator 1999-2000

Maintained customer service on a global scale for FORTUNE 500 companies with demanding contract-based support. Maintained relationships with technical professionals within Cisco's strategic partner channel.

Digital Recorders, Inc., RTP, NC

Materials Manager 1997-1999

Managed procurement and production for Digital Recorders, a digital communications technology leader in the domestic and international public transportation and transit security markets, owned by DRI Corporation (NASDAQ: TBUS).

Led team that specified and implemented the company's first MRP system (SyBase/Macola) for order entry, inventory tracking, production, scheduling, and accounting.

New Horizons Computer Learning Center, RTP, NC

Sales Account Executive 1996-1997

Cold-called and established new relationships in the Research Triangle Park area, selling certification-path training courses to MIS and IS professionals and their corporate staffs. Directed and developed career curriculums for IT professionals in the MCSE, MCSA, CNE, CCNA, and CCIE networking certifications. Managed more than 300 accounts. Created sales relationships with large enterprises and government agencies such as Nortel, Novartis, Blue Cross-Blue Shield, NC Department of Corrections, NC Department of Transportation, and Town of Chapel Hill. Exceeded monthly quotas, goals, and expectations.

David Smith and Co., Albuquerque, NM

Sales and Operations Manager, 1992-1996

Founding employee of audio-electronics start-up. Helped design original product: a digital voice synthesizer (The ChatterBox). Established distributor network, marketed product at international trade shows, developed sales leads, sold product, and followed sales with customer service. Gained expertise in trade show and group presentations while cultivating high-profile clients, including Walt Disney Imagineering, MCA Universal, Coca-Cola USA, and Roland Corporation.

PROFESSIONAL TRAINING

B.S., University of New Mexico/Albuquerque Technical Vocational Institute
Certifications - Motorola advanced data capture product lines: RFID and DPM (Direct Part Marking)
5S, Six Sigma, and Lean coursework at NCSU, 2006-2008
Various Sales and Leadership seminars- MODERN Selling System.

SKILLS

Extensive software experience with Microsoft desktop and server operating systems, Cisco hardware and software, and 20+ years experience on the Apple Macintosh platform.

I am an expert computer user, with in-depth knowledge of many specific software applications.

* Available upon request.

LEARN MORE

* Referrals upon request

More information at <http://www.dawsonroark.com> Follow me: Twitter @droarkl