

Don Paul Henderson

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Marketing Management • Internet Marketing • Business Development • Product Management

ACCOMPLISHMENTS SUMMARY

- Online Marketing** Developed an online marketing campaign that increased profits by 300%. Developed a search engine placement campaign that doubled prospects. Improved a marketing campaign that added online sales equal to half of company's offline revenues. Created a website that tripled company revenues. Developed an e-mail campaign that improved sales by 33%.
- Business Development** Developed operations and infrastructure that helped grow company from \$120K to \$34M in revenues and IPO in five years. Negotiated first-ever startup debt capitalization for a software company via San Diego's Emerging Technology (EmTek) fund.
- Marketing and Sales Management** Implemented direct marketing campaign that increased revenues up to 400%. Developed newsletter that doubled company revenues in three months. Authored user manuals launching new product line that doubled company's product offerings.
- Product Management** Achieved on-time, under-budget delivery for two multi-million dollar product lines. Turned around failing project that became \$6M flagship product line in 18 months. Decreased returns 20% in 12 months.
- Business Planning** Developed five business plans, two of which were venture capital funded at \$1.5M and \$5M respectively. Placed 12th among 54 entries in a government business plan competition.

SKILLS PROFILE

Internet Marketing

- . Web site management / content development
- . Keyword development / relevancy testing
- . Search engine positioning & optimization
- . Multivariate ad testing, A/B page design testing

Marketing Program Development

- . Direct marketing campaign development
- . Newsletter development and management
- . Editorial authoring, ad content creation
- . Market research and copywriting

Marketing Communications

- . Marketing campaign development
- . Ad agency / public relations management
- . Media relations and trade show management
- . Press release and marketing collateral writing

Business Development

- . Strategic planning and Project management
- . Strategic alliance / joint application development
- . Business plan writing
- . Sales channel development

Product Management and Planning

- . Product concept, design and packaging
- . Competitive analysis
- . Marketing plan development
- . Market testing, marketing plan measurement

Software Skills

- . Dreamweaver, Fireworks, Flash
- . Adobe Photoshop, Illustrator
- . HTML, Javascript, Google analytics, Omniture
- . MS Office applications, Frontrange CRM

PROFESSIONAL EXPERIENCE

Marketing Director Kneson Software 88 Petersburg Rd., Woodbine, New Jersey 08270	<u>September</u> 2002 - Present
Vice President of Marketing & Business Development Manager E-COM Visible Limit, Inc. 1902 Wright Place, Suite 200, Carlsbad, California 92008	<u>August</u> 1998 - <u>August</u> 2002
Executive Vice President – Marketing DPC Technology Corporation 1425 Russ Blvd. Suite. T107A, San Diego, California 92101	<u>June</u> 1996 - <u>August</u> 1998
Database Products Marketing Director • Business Development Manager Rogue Wave Software, Inc. 260 SW Madison Street, Corvallis, Oregon 97333	<u>February</u> 1993 - <u>June</u> 1996

EDUCATION

Bachelor of Science, Business Administration

Additional degree concentrations: Business Administration & Psychology - cumulative GPA: 3.22

Oregon State University

Corvallis, Oregon

Extended Studies

- . E-commerce analytics
- . Public relations
- . Sales techniques
- . C++ & Java Programming language studies
- . Software and Internet application development techniques
- . E-commerce business modeling
- . Business Plan development
- . Website authoring and programming

Graduate with honors of the Johnson/Chapman School of Software Direct Marketing. Completed multiple time management courses. Expert software application proficiency: all major word processor and spreadsheet programs, project management software, multimedia and graphic arts applications, and website authoring.

80 wpm typing speed, 120 wpm shorthand, Spanish language fluency.

PROFESSIONAL MEMBERSHIPS

- . Pacific Beach Toastmasters
- . San Diego Software & Internet Council
- . MIT Enterprise Forum of San Diego
- . San Diego Direct Marketing Association

INTERESTS

Active competitive bodybuilder - holder of three novice titles. Cycling and nutrition studies enthusiast.

References Available Upon Request

(or at donh.com/resume/refs.html)