

Phillip J. Robertson

• Los Angeles, CA \ Las Vegas, NV • 702-123-4567 • (E) phil@pjrobertson.com

BUSINESS & BRAND DEVELOPMENT | PRODUCT & MEDIA SALES & MARKETING

PROFESSIONAL PROFILE

Business Development, Sales and Marketing & Program Management expertise with B2B and B2C clients

Strategic thought leader with proven record of creating and implementing revenue-centric plans & complex sales and marketing programs

Proficient **establishing, engaging & managing multi-million dollar revenue channels** for diverse product lines

Acknowledged for ability to **develop & influence productive client relationships**

Talented leader and mentor of sales teams who has maximized revenue streams by developing & maintaining strategic partnerships and alliances

Trusted Advisor status with C-level executives, senior level management, directors, stakeholders and investors

VALUE & EXPERTISE

- ◆ New Business Development and Bold Market Entry Strategies
- ◆ Market Growth Identification
- ◆ Relationship Management
- ◆ Project & Program Management
- ◆ Efficiency and Process Management
- ◆ World Class "Sales Hunter"
- ◆ Consultative & Solution-Oriented Selling and Customer Service
- ◆ Negotiating and Closing Deals
- ◆ Building and Mentoring "Best in Breed" Sales Teams
- ◆ Tradeshows & Sales Events
- ◆ Technology and Business Solutions
- ◆ Review of company's financials, corporate communications, QC, CRM, CMS, customer service, sales staff & pipelines, executive management, marketing tools & programs, and social media

BUSINESS & CONSULTING EXPERIENCE



Common Sense Consulting, Los Angeles, CA – Las Vegas, NV 2002 to Present
"You Can Do This!"™ approach to sales, marketing & licensing

Principal & Business Development Specialist

Provide hands-on "Common Sense" approach to corporate sales and marketing efforts. Retained by mid-sized companies (\$5M - \$10M annual revenue) to review sales strategies, team efforts, managers and training; as well as corporate sales and marketing plans and materials, including budgets and forecasts. Recommend effective courses of action and implement effective sales and operations reporting functions to monitor growth.

Highlights

- ❖ Successfully negotiated contracts and license agreements with content owners and advertisers i.e. Capital Records, CBS College Sports, Showtime, E Entertainment Television, A&E, Spike TV, NFL, Bowflex and Sam Adams etc..
- ❖ Developed a strategy to acquire content for interactive games for FREE and negotiated contracts for the rights to air content and sell advertising around it and helped manage channel pipeline of over \$12 million and a direct pipeline of \$4 million.
- ❖ Recently retained to develop end-to-end B2B/B2C internal advertising sales and marketing division for an International Digital Signage, Out of Home, Entertainment Company. Developed complete sales and marketing business plans with materials, corporate presentations and tradeshows. Implemented sales goals & objectives along with channel partner program and content acquisition strategy.
- ❖ Developed and produced TV and radio spots for the California Independent Voter Project (view online at www.caivp.org)
- ❖ Developed license and marketing strategy for "Killer Tomato" Brand and represented "Killer Tomato Entertainment" to potential partners.
- ❖ Retained by video production company and large format digital printing company to develop 5 year sales and marketing plans to grow from \$5M to \$10M in revenue.
- ❖ Negotiated license of "GAMESKIN®" video game accessory to Big Idea Group

iKnowledge, Inc., Lexington, MA

2000 to 2002

Western Regional Manager · Active Content Suite

Content, Distribution and Knowledge Management Enterprise Software Solutions

Developed key accounts and partnerships, and OEM - VAR relationships for the ActiveContent Suite; an end-to-end solution that manages, aggregates, syndicates and distributes content, rich media and digital assets from multiple sources to multiple networks and devices. Focused on four Vertical Markets – Media/Entertainment, Banking/Financial, Healthcare and the Enterprise.

Highlights

- ❖ Accorded **Sales Manager of the Year** in FY 2000 and 2001
- ❖ Sold multiple wired and wireless applications and maintained million dollar relationship with Universal Music Group, the world's largest music company.
- ❖ Developed strategic partnership relations with, SUN Microsystems, Panasonic, Sprint PCS, VIANT, National Captioning Institute, TRIKmedia, New Frequency Media and other regional key accounts.

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INDUSTRY EXPOSURE

- ♦ Information Technology
- ♦ Media & Entertainment
- ♦ Banking and Financial Services
- ♦ Video Gaming
- ♦ Government
- ♦ Start-up & established business

EDUCATION

Bachelor of Arts in Economics

Minor: Psychology

University of California San Diego

PROFESSIONAL ENDORSEMENTS

Lillian Casares, Sr. Director Business Development & Content Acquisition at NTN Buzztime

I worked with Phil at NTN Buzztime. **He's a great executive and professional** and knows his media sales and biz dev. He is proactive and doesn't stop until the job is done... He is always focused on the overall goals and works pro-actively to achieve the bottom line. I highly recommend Phil. He is a breath of fresh air, motivated and has excellent insight of new emerging media sales and digital signage

Jim O'Hara, President at Performance Consulting Group, Inc

Phil was an Account Executive who reported directly to me at Harris/Lanier. It was evident early on that he was a **highly skilled and resourceful sales professional**, extremely dedicated and focused on exceeding all the goals and objectives that were expected of him. He is a highly polished and motivated individual who has a **proven track record of finding and growing business** while maintaining the highest level of customer satisfaction. Phil is a team player; whom I can highly recommend. He can be called upon to undertake any assignment and will be an asset to any organization he joins.

Computer Associates, Inc., Islandia, NY

1998 to 2000

North American Sales Manager

OpenDirectory/eTrust Security Products & X500 Directory Services and Security Products

Charged with developing accounts and training Strategic Account Executives and Field Services Representatives on eTrust products, B2B strategies, and eCommerce applications with a focus on large-scale vertical markets: Banking/Financial, Telco, ISP, Government, Entertainment and OEM.

Highlights

- ❖ Employing steadfast hunting and consultative selling skills, developed multi-million dollar relationships with NationsBank/Bank of America, Cable & Wireless, ABN Amro Bank, New York Life; all accounts generated revenues in excess of \$1M in the initial software sales.
- ❖ Worked extensively with European and Pacific Rim Distributors and US customers to promote Computer Associates products and brand domestically and abroad.
- ❖ Developed numerous strategic relationships with PKI and Smart Card vendors.
- ❖ Worked with content providers and streaming media vendors to secure content over the Internet.
- ❖ Selected to represent company at national trade shows, on product launch tours, and as a SME (subject matter expert) on various industry panels and promotional events.

Dataware Technologies, Inc., Cambridge MA

1996 to 1998

Western Region Account Executive , Western Region (14 states)

Internet, Intranet Technologies, Knowledge Management Suite, Multimedia Services

Recruited to drive sales for company's core Knowledge Management Suite, along with Internet, Intranet search and retrieval technologies and multimedia services to new and existing customers. Coordinated and administrated Western Region Trade Shows and worked closely with outside PR firm to enhance products position and brand recognition in highly competitive, growing market place.

Highlights

- ❖ Surpassed 1996 and 1997 \$2M sales quotas by 105% and 116%.
- ❖ Heavily rewarded for *Highest Achievement, New Product Sales*, in the United States.
- ❖ Successfully negotiated the government based California Multiple Awards Schedule which opened the door to the high profile HR Policies program instituted by the CA Department of Forestry, and to 3Coms computer based training application. These were very high visibility but low dollar projects that expanded and solidified the company's brand throughout the state.

Enterprise Solutions, Inc., Westlake Village, CA

1995 to 1996

Western Regional Manager

X400 Messaging & X500 Directory Services Solutions

Team leader accountable for promoting the sale of X.400 and X.500 electronic messaging and directory solutions and consulting services to major corporations in the US and Canada; with added responsibility for developing business plans, and analyzing and defining territories to determine hiring requirements.

Highlights

- ❖ Recognized as the company's '*Top Regional Manager*' in 1996.
- ❖ Sold and managed implementation of Alberta Public Works (Canada) resulting in initial \$1M revenue stream and \$250k-\$500k in residual development and maintenance contracts.

Held additional Account Executive and Sales Management positions from 1986 to 1995