

JIM LOGAN

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Marketing and Sales Management Summary of Experience

Extensive experience in direct and indirect sales and sales management, business development, field marketing, systems engineering, project and program management in F500 enterprise and government markets, both foreign and domestic. Demonstrated strong leadership, entrepreneurial, and team building skills in start-up and mature markets.

- Opened foreign and domestic markets
- Launched new products and services
- Negotiated multi-national distribution agreements
- Managed remote offices and teams
- F500 Executive sales
- Created solution selling models and programs
- Established business terms and conditions
- Negotiated multi-million dollar contracts
- Daily interaction and reporting to senior business leaders, investors, and shareholders
- Seminar speaking
- Published feature writer
- Led multi-national teams and complex sales efforts

Professional Experience

JS Logan – Meadow Vista, CA

2002 - Present

I write, speak, and consult on the subject of go-to-market strategies and growing profitable business. My written work is licensed and syndicated by news content providers, aggregators, and media companies such as AllBusiness, SFGate (San Francisco Chronicle's online edition), Creative Weblogging, Newstex, Fiducial, and others. I've consulted with large and small companies, serving both B2B and B2C markets, to grow their number of new customers, increase the value of their average sale, and increase the volume and frequency of repeat purchases.

- Created and implemented lead generation campaign to meet with Board of Supervisors and senior non-elected county officials at 50 of the largest counties in California. This campaign resulted in meetings with 46 of fifty targeted counties and four new clients.
- Created and implemented marketing and sales campaign to attract new clients for an ASP service to manage legal expense at F1000 companies. This campaign resulted in three new clients and numerous meetings with F1000 executives.
- Developed solution sales model for complex sales initiative to F1000 and large public sector markets for an Application Services Provider. My work included the creation

of a professional services and business intelligence offering for patent and business legal spend, resulting in three new F500 clients within the first effort of service introduction.

- Reengineered cash flow process for a medical group, including new invoicing process, collections procedures, and accounting policy. My work resulted in a 55% reduction in 31+ day AR and ability to self-finance mid-month payroll.
- Repositioned a professional services company to transition from a one-time to a recurring revenue model. This increased their annual revenue by 500%+.
- Featured Cash Flow *expert* at All Business.com
- Author of annual *Software Development Trends Report*

Mockingbird Networks, Inc. – Cupertino, CA

2001 – 2002

VP Worldwide Sales, Service and Support (2002)

VP Worldwide Sales (2001)

Mockingbird Networks was the manufacturer of a suite of SIP-based softswitch and media services gateway to provide VoIP solutions for interoperable voice, fax and modem calls. Mockingbird Networks was a privately held company with top-tier venture funding from Technology Crossover Ventures, Alcatel Ventures, Robertson Stephens BayView Investors, Ltd., Wasserstein-Perella, and others. Mockingbird Networks ceased independent operations in 2004.

- Created value proposition and market position for product introduction, achieving sequential quarter booking and revenue growth in excess of revenue plan four of five quarters.
- Increased pipeline of qualified activity by 300%.
- Established global sales and service strategy, including both direct and indirect sales channels. Negotiated and signed six sales and service partners: EMEA, Latin America, Asia, and North America.
- Directly established Asia, South America, and European sales and market entry strategies, including the development of sales channels and initial field trials. Identified, negotiated and signed partners in US, Poland, UK, Brazil, South Korea, Singapore, Taiwan, and China.
- Created and implemented customer service support and escalation procedures.
- Closed first business in Czech Republic, France, Singapore, and Taiwan.
- Opened field trials at France Telecom (France), Chungwha Telecom (Taiwan), and Intelig (Brazil).
- Developed remote professional services offering to install, configure, monitor, and support client networks.

VP North America Sales
Manager, Emerging Global Carriers
Regional Manager, Systems (Sales) Engineering
Senior Project Manager
Field Engineer

NET is a leading worldwide supplier of multi-service wide area networks used by service providers, enterprises, and government organizations in more than 75 countries. NET is a publicly traded company, listed on the NYSE (NWK).

- Transitioned NET's entire North America sales organization from enterprise to carrier focused: hiring, training, target accounts, revenue transition, and channel integration. Secured and successfully completed initial field trial and sale of NET's new IP telephony platform. Secured and successfully completed initial field trial for NET's new broadband platform.
- Negotiated close of multi-million dollar Latin America network, including terms and conditions, warrantee and service, and professional services for OEM integration. Selected and implemented web-based revenue forecasting tool.
- Fifty percent reduction in dollar value of outstanding consignments and account receivables. Seventy percent reduction of errant order entries.
- Reconstructed indirect sales strategy in support of service provider enterprise sales and new product introduction, resulting in an annual revenue increase of 150%.
- Accepted a start-up position to manage the Emerging Global Carrier (EGC) line of business, growing the business by 80% a year, establishing the business as NET's largest. Pioneered the Emerging Global Carrier marketplace, defining the market, establishing a winning sales strategy, bisecting the mass market into addressable segments, segregating competition by market segment, and accurately noted market trends in regards to NET's unique value proposition and customer buying criteria.
- Established Managed Network Services (MNS) offering for emerging carriers. Defined new installation and remedial maintenance offerings, resulting in a 200% increase in service revenue. These services included remote and on-site professional services.
- Keynote speaker for the Emerging Global Carrier line of business at company sponsored seminars and global channel sales meetings.
- Developed and implemented an ATM market entry strategy, comprised of integrated ATM access and switching strategies for both enterprise and carrier markets.
- Keynote speaker for NET frame relay seminar: technology, applications, and products.
- Managed NET and sub-contractor personnel in the implementation of 200+ site Defense Information Systems Network (DISN). Established program schedule, implementation milestones, and monitoring systems. This program included hardware, software, and on-site engineering, operations, and support services.
- Successfully managed Defense Information Systems Agency - Pacific (DISA-PAC) network expansion throughout the Asia-Pacific region, resulting in 100% increase in revenue generation through network expansion and new service opportunities: maintenance, network management, engineering services.

Supervisor, Network Operations Center
Supervisor, Systems Integration
Lead, Wideband Mobile Communications

The White House Communications Agency provides premier communication systems to enable the President of the United State and the Presidential Staff to lead the Nation efficiently. The Agency provides worldwide secure and non-secure audiovisual, voice, and data communications support for the President, Vice President, Presidential Emissaries, White House staff, the National Security Council, the United States Secret Service, and others as directed.

- Directly responsible for the activation, monitoring, and restoration of all WAN services and satellite links for presidential support teams worldwide, including responsibility for the day-to-day operations and maintenance of the White House Communications Agency (WHCA) Secure Digital Telecommunications Network (SDTN) and Satellite Gateway.
- Ensured wide-area telecommunications service readiness for the President of the United States and Senior White House Staff members; both in Washington, DC and worldwide locations.
- Developed and implemented network monitoring and service readiness standards as well as disaster recovery plans for the WHCA STDN.
- Traveled worldwide with the President of the United States and Senior White House Staff as a Wideband Team Lead: directly responsible for the readiness of the mobile wide-area-network, in support of secure and non-secure record, voice, and data applications.

Professional Awards

OpenView Venture Partners, 5 Go-to-Market Strategists to Watch	2011
Business Blogging Award, Best Marketing Site	2005
NET Manager of the Quarter, Outstanding Sales Leadership	1998, 1999
NET MVP (Most Valuable Player) Award	1998, 1999
NET Quota Club	1996, 1997
NET ACE (Achievement, Contribution, and Excellence) Award	1993, 1994, 1995
NET Worldwide Excellence in Support Award	1991, 1992
Joint Service Commendation Medal	1990
Joint Service Achievement Medal	1990
Letter of Commendation, Awarded by the President of the United States	1989
Certificate of Appreciation, Awarded by the President of the United Sates	1988
Presidential Service Badge & Certificate	1987