

MARK RODDY

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Objective

- To positively impact people and organizations as I help them leverage technology to solve problems, simplify processes, and increase margin for accomplishing their most important goals.

Experience

DIRECTOR OF SALES AND MARKETING | BIZSCHEDULER SOFTWARE | 2016 - PRESENT

- Assumed a newly created role to build and promote this business division I helped create 12 years earlier. Designed the training and sales tools needed to effectively grow the BizScheduler.com customer base and worked with Design and Engineering to define product development requirements and feature scope per customer and prospect interviews. Developed sales processes and developed integration with BizScheduler as the company's CRM platform.

SEEDING UNIT MANAGER | BUSINESSBUILDERS, INC. FOR MICROSOFT CORP | 2008 - 2016

- During nearly nine years at Microsoft, I managed worldwide hardware-related seeding unit distribution (samples of newly-releasing products), including international and domestic shipping, vendor account management with logistics and warehouse vendors, and product launch initiatives for the Hardware Marketing Division. In addition, for the last three years I was technical liaison between marketing, engineering, and manufacturing for all Microsoft Surface and PC accessory releases, and managed an international Surface Loaner Program for the Marketing group.
- In 2010/2011, I managed the closing of the Microsoft OEM Hardware division, which I had been a member of, and managed the worldwide warranty support for the following 3 years to cover all legal and marketing obligations. Upon closing that business, I relocated the Asian Distribution Hub to the United States to improve overall delivery times and significantly reduce both costs and international customs issues.
- I developed an array of tools to support the business initiatives for managing seeding unit distributions, tying Excel spreadsheets and Access databases into corporate IT resources. These tools provide management reporting, compile product-specific attributes for marketing copywriters, and generate required shipping data for carriers and documentation for customs. This protected the secrecy of new product launches and ensured accurate and timely worldwide deliveries.

OWNER | EDUCATIONAL AND PROFESSIONAL SYSTEMS | 1997 - 2008

- Business technology consulting practice, developing technical solutions to a variety of customers and industries. In addition to consulting, and often as a direct result of those projects, I created several different products:
 - *DealMaker*, database tools for the analysis and valuation of technology companies used by venture capital firms to determine best investment opportunities for their funds. The tools helped my customers invest wisely, even through the Dot Com crisis.
 - *TranscriptManager*, used by educators to manage their course catalogs, registrations, attendance, grading, and eventual transcript creation for students.

- *QCGuardian*, a parameter-driven database system utilizing barcode scanning at each step of the production line to maintain integrity between serialized final assemblies and all internal components as defined within the corporate engineering database, ensuring that ECOs and all specs were followed and that the correct parts and part revisions were always used.
- *BizScheduler.com* (co-developed with Integrity Data Systems), a SaaS application targeting service companies, providing the environment and tools for online scheduling, CRM, billing and worker/crew management, helping to streamline their business operations and successfully grow their businesses.

GENERAL MANAGER | PRO ATHLETES OUTREACH | 1994 - 1997

- This was a new position for PAO, created for me by the President and Board of Directors, to take this small, million-dollar non-profit ministry to the next level, which I had a wonderful time doing. I previously developed and implemented the database systems and computer infrastructure they used, mostly on a pro bono basis.
- The majority of my time was spent preparing for and overseeing our conferences around the US for professional athletes. In addition to coordinating between my staff and the management teams of the resorts, I had the honor to work directly with both professional and Olympic athletes and leadership from around the world.
- Between conferences, my energies were divided primarily between donor development, contract negotiations and implementation, development of standards and procedures for accounting, internal audits, and microcomputer system operations.

PRODUCT MARKETING MANAGER | ASYMETRIX, INC | 1992 - 1994

- I was Product Marketing Manager for Paul Allen's flagship products, ToolBook and Multimedia ToolBook. This was a very hands-on development environment with an incredibly creative team. I took over both products after version 1.5 had been released and took them through the development of version 3.0, turning the products over to a new manager just before their release. The 3.0 reengineering successfully launched the products on a new course into the eLearning space which continued for the next 10 years of their lives.
- Because of the hands-on, startup nature of the corporation, I had wonderful opportunities to work in a very cross-matrix, high-energy environment. And since we were very well-funded, we had access to tools, technologies and resources that are seldom prevalent during the early years of product development. I ended my time there to take on the position at Pro Athletes Outreach.

SENIOR SYSTEMS AND SALES ENGINEER | DP ENTERPRISES, INC. | 1988 - 1991

- Under the Director of National Accounts, I developed JIT sales strategies for computer hardware, software, and systems engineering services. I was trained and certified for both sales and support by many vendors, including Microsoft, IBM, Banyan, Novel, Sony, Toshiba and Compaq. I developed and implemented a team approach to systems engineering to ensure that both the end users as well as the IT teams at our customers were well prepared for implementations

DIR OF FINANCE & INFORMATION SYSTEMS | OVERLAKE CHRISTIAN CHURCH | 1985 - 1988

- I oversaw all aspects of this multimillion dollar, mega-church budget, including \$1.5 million in cash reserves, a \$25 million bond issue for capital projects, financial analysis and all general business administration. I installed LANs, designed and created management information

systems, and managed over 40 staff and volunteers. I provided training in computer applications and organizational processes for all departments and affiliated organizations.

SENOIR SYSTEMS REPRESENTATIVE | MONROE SYSTEMS FOR BUSINESS | 1983 – 1985

- I provided full systems support for this Litton subsidiary's microcomputer business for the Northwest District. Services ranged from sales engineering and educational presentations through installation and end-user training. I also delivered training for colleagues both at the Regional office in California and the National Headquarters in New Jersey.

VP PRODUCT DEVELOPMENT | QUANTECHNA RESEARCH CORP | 1981 – 1983

- I was in charge of product development, documentation, and support for this startup software company. I supported installations on seven continents for this database development system which featured advanced engineering functionality. After developing distribution and support networks, we were able to sell the business.

Education

BA | 1981 | WESTERN WASHINGTON UNIVERSITY, SCHOOL OF BUSINESS AND ECONOMICS

- Major: Business Administration, with focus on Computer Science and Small Business Administration

AA | 1978 | HIGHLINE COMMUNITY COLLEGE

- Business Administration concentration

Other Items

HIGH SCHOOL TEACHER 2009/2010 SCHOOL YEAR

- Taught a high school class entitled, "Basic Business and Entrepreneurship," where students developed a working business model following the principles and guidelines of *E-Myth Mastery*, by Michael E. Gerber, whose materials I have often used in business consulting over the past 25 years.

PILOTING

- Since 1980 I have been a licensed commercial pilot.
- In 2012 I had the opportunity to pilot a banana boat on the headwaters of the Amazon River.

SIGNATURE STRENGTHS

- From *Now Discover Your Strengths*, and *Strengths Finders 2.0*, by Marcus Buckingham
 - Responsibility
 - Communication
 - Ideation
 - Empathy
 - Connectedness