

## Market Development and Business Strategist

~ Expert in Growing Revenue, Enhancing Brand Equity and Increasing Market Share ~

### EXECUTIVE PROFILE

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*Executive Business Leadership*

*Vision Strategy & Execution*

*Alliances and Partnerships*

*Affinity Marketing Strategies*

*Distribution Channels / Licensing*

*Revenue Generation Initiatives*

*New Product / Service Launch*

*NPS, KPIs, SWOT Analysis*

*New Market Development*

*Presentations & Consultations*

*Tactical Implementations*

*Consensus Builder / Collaborator*

*SEO / SEM / SMM*

*Brand Awareness / Expansion*

**High-performance executive with Fortune 500 experience.**

Developed, marketed and managed financial services programs serving lenders and investors, generating \$495 Billion in transactions. *Establishes and manages priorities.*

**Visionary thinker with global perspective and entrepreneurial drive.**

Business development, operational management, program launch, brand expansion, and growth strategies for multiple products and services. *Bundles products and services.*

**Corporate and business development expert.**

Unique blend of personal, technical and managerial expertise. Led 500 C-level presentations, utilizing consultative approach. *Focus on collaboration and consensus.*

**Effective in high-profile executive roles.**

Leadership and creativity drive revenue strategies, distribution channels, partnerships, and intermediary-to-end-user strategies. *Cross-Functional connector of dots.*

### EXPERIENCE

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#### Integrated Growth Strategies

2011 - Current

##### *Managing Director*

Perform as market development strategist on a professional-engagement basis. Create and implement go-to-market sales plans, revenue pursuit strategies, marketing initiatives, branding concepts, product launches, program management, promotional events, strategic alliances, affinity relationships, investor presentations, advertising campaigns, web site content and collateral materials.

Serve start-ups, growth stage and established firms in diverse business categories, including real estate, financial services, insurance and alternative energy market sectors. Establish multiple-channel marketing campaigns utilizing direct sales, intermediaries, broker/agents, COI networks, strategic partners, affinity groups, trade associations and social media/digital content strategies.

- **Challenge:** Difficulty in identifying, qualifying and prioritizing targeted, low cost and high-quality leads
- **Solution:** SEO, SMM, Subject Matter Expert "multiplier" initiatives and drip campaigns increased touches 200%
  
- **Challenge:** Vendor and sourcing relationships were costly "supply side" arrangements with limited loyalty
- **Solution:** Revenue sharing, rebate and co-marketing relationships, converted vendors to partners, reducing costs 25%
  
- **Challenge:** Direct-sales efforts were yielding weak customer/revenue capture, with excessive COGS
- **Solution:** Supplemented direct-sales with intermediary channel partners, securing end-users and saving 25%
  
- **Challenge:** Costly third-party sales channel relationships, unnecessary to primary targeted market segment
- **Solution:** Eliminated third-party intermediaries and implemented direct-sales initiatives, reducing costs 30%
  
- **Challenge:** Concentration of too few customers in too few market segments, 80% revenue derived from one industry
- **Solution:** Implemented diversification to five new "verticals" broadening market development opportunities by 150%
  
- **Challenge:** Poor bundling of products and services by individual divisions; lack of recognizable brand identity
- **Solution:** Initiated cross-selling via concept of "Family of Companies" branding strategy, increasing touches 125%

**Fidelity National Financial, Inc.****2001 – 2011****Senior Vice President, National Director of Sales & Marketing**

Original strategist in the development, national introduction and management of new real estate insurance products, services and processes that mitigate risk, enhance credit quality and protect regulatory capital for financial institutions, private equity and investors.

- Directed implementation strategies and client presentations; utilizing consultive and educational sales themes serving commercial banks, private equity, rating agencies, regulators and institutional investors *generating \$495 Billion in transactions during a 10-year timeframe.*
- Created digital market strategies designed technical brochures, promotional materials, direct-mail pieces, webinars, press releases, e-brochures, power points, educational materials, white papers, published articles, training materials, townhalls, workshops and special events.
- Planned and managed multiple-channel marketing campaigns utilizing direct sales, COI intermediaries, brokers, affiliated agents, branch networks, strategic partners and trade associations. Hired, trained and manage national sales force.
- Developed a distribution network of 45 branch offices and 45 licensed broker/agents in 25 states targeting C&I, Retail, Office and Hotels . Led 450 educational and consultive CLE sales presentations, webinars, workshops and round tables to audiences of between 20 and 200 attendees.
- Chaired Fidelity National Financial's "Environmental Strategies Task Force" designing sustainable and renewable energy conservation products, services and processes related to PACE, REC's, LEED, HERS, HERO and Carbon Off-Set markets.

**The First American Corporation****1998 - 2001****CEO, UCC Financial Products Division****First American Title Insurance Company****1996 - 1998****Vice President, Director Affinity Marketing****Fidelity National Title Insurance Companies****1994 - 1996****Vice President, Director of Strategic Alliances****EARLY CAREER**

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- NFL San Diego Chargers, *Director, Executive Sales*
- HomeFed Bank Corp, *President & CEO*
- NACM, *Director, Membership Sales & Services*
- Torrey Pines Bank, *VP, Corporate Banking*
- Resolution Trust Corporation, *VP, Asset Disposition*
- Dun & Bradstreet, *Business Analyst*

**EDUCATION**

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- Bachelor of Science Degree in Marketing
- San Diego State University, School of Business

**AFFILIATIONS**

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- American Banker's Association
- American Marketing Association
- Risk Management Association
- ALTA, MBA, ULI, NAIOP
- Chief Marketing Officers Club
- eMarketing Association
- Turn Around Management Association
- American Securitization Forum
- Association of Corporate Growth
- Commercial Finance Association

**BOARD OF DIRECTORS EXPERIENCE**

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- Advisory Board Member of the Commercial Finance Association's Education Foundation (non profit)
- Advisory Member of the Government Relations & Advocacy Committee of the CFA (non-profit)

Member of the Baylor University Student Life Advisory Board (non-profit)

- Founding Member of California Bankruptcy Forum (non-profit)

**PUBLISHED ARTICLES**

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Recognized lecturer and author, published in numerous leading industry journals concerning business-marketing strategies, program development, product management, positioning of multi-product and cross-functional strategy initiatives. *See [www.tsprink.com](http://www.tsprink.com).*