



- Mail: resume@jw3.me
- Resume: www.jw3.me
- Home: Kalamazoo, Michigan

PROFESSIONAL PROFILE

Accomplished professional with extensive experience in leading the operations, sales, launch, and market growth of diverse businesses within the health rehabilitation services, internet, telecom, cloud, (SaaS), and retail industries. Focused on improving the bottom line, driving business from the trenches or the boardroom. Achieves objectives at all levels, thriving in chaotic startup and entrepreneurial environments.

- A critical thinker with **superior problem-solving skills**, and a high level of mental agility
- A consultative, **influential “solution” sales closer**, identifying and capitalizing on emerging trends
- Views sales **quotas as benchmarks to beat**, not meet, committed to [ROI](#) and [TCO](#) models

KEY ACHIEVEMENTS

- **500,000+** technology voice and mobile app customers acquired
- **\$250 + million** sales to major retailers (consumer products) QVC, HSN, Walmart, Target, etc.
- **\$50 + million** through the Mitel network of 800+ resellers developed throughout North America

PROFESSIONAL CAREER

Director, TBI Patient Care & Technology

2016-Current

Progressive Alternatives / Kalamazoo, MI. Work Location: Remote

A multi-location, post-hospital healthcare provider offering professional and supportive services, focused on patients with traumatic life-altering impairments including on-site and remote video monitoring and care.

- Project lead for Virtual Care, **remote video patient management**, dramatically increasing patient reach
- Updated back-office systems including document management (HIPPA), and advanced remote communications
- Developer and manager of the **online portal, serving 100+ employees**, patients, and medical archives
- Market research analysis for **real estate location planning and acquisition** including ROI modeling

Chief Marketing Officer

2005-2015

SipStorm Technologies (Proximiti) / Tampa, FL. Work Location: Remote/Hybrid

A spinoff of Z-Tel, a NASDAQ traded nationwide CLEC with over 300,000 customers generating over \$300MM in annual revenue that included major wholesale relationships with MCI and Sprint.

- Orchestrated and launched a state-of-the-art [cloud-based business communications platform](#).
- Won a major joint sales partnership with [Mitel](#) for over 800 resellers resulting in over \$50MM
- Provided [Jitterbug Wireless](#) wholesale services enabling over 200,000 customers in the first 12-months
- Created new video broadcasting business unit, [HotwaveTV](#), changing the game on business user-generated video channels with seamless website integration, metrics tracking, etc. [View Hotwave demos here.](#)

Vice President, Marketing & Strategy

2002-2005

Epicus Communications / Orlando, FL.

A NASDAQ traded CLEC, providing voice and unified communications services to over 50,000 customers in the (formerly) BellSouth territory.

- Expanded the customer base from 4,000 to over 56,000 (1,400%), **user revenue 250%** in 18-months
- Credited with turning [its second-quarter 2002 into a \\$225,600 profit](#) compared with a **\$242,150 loss**
- [Acquired 20,000+ unified messaging customers](#) in the first 90-days through multichannel campaigns

Vice President, Business Development, Sales and Marketing

1998-2002

Fuzion Wireless Communications / Boca Raton, FL.

An early entrant broadband wireless last-mile carrier that provided alternative access to the internet in partnership with Qwest Communications.

- Led the launch and all aspects of product development, sales channels, partnerships, and marketing
- Negotiated the partnership with [Qwest](#) providing wireless **local-loop alternatives** to the Bell companies
- National [media spokesperson](#) for educating the industry on broadband wireless technologies

National Sales Manager

1998-Prior

Pursemates Accessories / Deerfield Beach, FL. & New York City

An import/distribution company serving the fashion accessories big-box retail industry (consumer products) including QVC, HSN, Walmart, Target, and most others.

- Directed **over \$250 million sales** to major retailers, including private label and brand licensing
- Sourced **products and manufacturing globally**, extensively traveling those partnership markets
- Developed and **managed a nationwide network** of independent sales representatives

******Developed a video-based quality control and design review platform (early-internet) with Home Shopping Network that dramatically changed the course of product sourcing time frames, QC inspections, and ultimately sales. The results were astounding and paved my new career path to technology.***

EDUCATION AND ACTIVITIES

- Florida Atlantic University – B.S. Economics | [WordPress](#) Expert Web Developer
- Highly proficient in all work productivity platforms: MS Office, CRM, VoIP, video, etc.
- Author of internet backbone strategies for the [FCC \(Net Neutrality and IPTV\)](#)