

## Professional Experience

### ➤ Training

- Adjunct Professor: Teach MBA level and undergraduate courses
- Educational marketing outreach: Taught professional extension courses, made seminar presentations, wrote technical articles, published newsletters and conducted user group meetings
- Productivity improvement: Teach principles of lean manufacturing and Value Stream Mapping

### ➤ Marketing and Sales

- Marketing communication and forensics: Responsible for budget, development and implementation of marketing message, producing product literature/newsletters, and directing all lead generation including trade shows, PR, advertising, trade journal articles, email, and direct mail. Tracked close rates for the entire marketing and sales pipeline. Managed prospect/customer databases. Developed white papers. Managed online presence including native search engine listings, sponsored advertising, web site with Search Engine Optimization (SEO). Calculated effectiveness (clicks and closes) and costs for all lead sources. Managed sponsored ad auction prices.
- Market identification and segmentation : Analyzed the potential for an existing software package to be applied in new markets, identified most lucrative market segments and developed sales collateral based on needs and language of different market segments and conducted marketing campaigns in coordination with sales. Specified product modifications with development.
- Competitive analysis: Researched competitive companies and products and prepared comparisons for salespeople and product planning
- Sales: Developed relationships with prospective customers and closed orders. Conducted sales calls and product demonstrations for prospects and developed system proposals.
- Sales management: Initiated and managed inside sales program including developing tools and scripts. Launched new products including channel development and pricing.
- Product management: Analyzed product capabilities and developed critical needs product plan for entry into new markets. Results were reported to C level management and implemented.

### ➤ Management and Consulting

- Entrepreneur: As cofounder of information management system developer was involved in all aspects of corporate operation and strategic planning. Company was named to the Inc. magazine list of the 500 fastest growing privately held companies in the country.
- Operations management and product delivery: Managed all revenue generation including database installation, customer support and training at multi-million dollar per year run rate. Tripled shipments through increased staffing, price adjustments, and doubling engineer productivity.
- Corporate finance: Managed internal accounting to P&L, budgeting, financial forecasts, audit with PriceWaterhouseCoopers and relationship with 150 investors. Installed computerized accounting system.
- Business mentoring for regional advantage: Work with CEOs of technology based companies. Accelerate company growth through delivery of strategic planning, marketing, sales, and finance services and resources.
- Strategic alliances: Identified synergy between publicly traded software company and small software utility company and made initial contacts in what became an “in every box” relationship. Separately, implemented alliance between large instrumentation manufacturer and

## Michael I. Boskin

small software company in what became a multi-million dollar acquisition. Facilitated several joint projects between Rensselaer Incubator and Center for Economic Growth.

- Capital acquisition: Raised over \$1 million for corporate development through private stock placements, bank debt and government and private debentures.
- Team management: Hired, trained, designed compensation for, and managed staff of fourteen.
- Agent for transformation: Pioneered transformation of grant supported department into profitable consulting group generating over \$1 million per year of revenue.
- Grant writing: Wrote over \$500,000 of successful grant applications.

### Work History

- **EXEControl Global Solutions** 2008 to present
  - Business Solutions Consultant
- **Adjunct Professor** 1995 to present
  - Rensselaer Polytechnic Institute. 1995 to present
  - Albany Law School. 2007 to present
  - Union Graduate College. Winter 2009
- **Transfinder Corporation** 2007 to 2008
  - Vice President of Operations
- **Center for Economic Growth** 1995 to 2007
  - Program Director Technology Services. 2005 to 2007
  - Director, Business Acceleration. 1999 to 2005
  - Director, Business Development. 1995 to 1999
- **Laboratory MicroSystems, Inc.** 1981 to 1995
  - Director, Marketing. 1992 to 1995.
  - Vice President, Customer Services. 1990 to 1992.
  - Vice President. 1981 to 1990.
- **Continental Software, Inc.** 1980 to 1981
  - Programmer Analyst

### Education and Certifications

- Completed coursework towards Ph.D., Rensselaer Polytechnic Institute.
- MBA, Rensselaer Polytechnic Institute.
- Bachelor of Science, Saint Lawrence University.
- Associate of Computer Science, Jamestown Community College.
- Certifications:
  - Lean Principles and Value Stream Mapping (Train the Trainer) at the Lean Enterprise Institute.
  - Product & Service Inventing, Business Model Inventing, and Technology Commercialization , at the Eureka! Ranch.
  - Project Management Professional (PMP) certification from the Project Management Institute (PMI) expected January 2010.

## **Skills**

- Proficient in EXEControl (ERP), Autotask (project management, CRM), Excel, PowerPoint, Word, WordPerfect, Project, Informz (e-marketing), Photoshop, multiple sponsored web ad services such as Google Adwords.
- Familiarity: Act!, Salesforce, Hitbox, VerticalResponse, SQL, XML, Access, Basic.

## **Other**

- Founding board member, private elementary school
- Hobbies include triathlon, skiing, racquetball, and SCUBA