**Voice Count International, LLC** Portland, OR **Founder and CEO**, January 2009 to Present  
Market research and consulting company that assists client companies in making decisions regarding branding and positioning, product development and customer satisfaction initiatives.

* Generated $496,000 in billings in first year and $739,000 in second year of business.
* Designed and managed more than 300 studies, moderated over 100 focus groups and conducted thousands of in-depth interviews among technology consumers and business decision makers.
* Design and manage product development projects that have helped successfully launch over 200 products and services including mobile phones, mobile services, storage, desktop PCs, notebooks, personal and high-speed network printers, photo kiosks, healthcare management applications, centralized packaging data system, remote network management solutions, anti-virus software, network equipment, servers, and various ERP systems and services, among others.
* Created over 25 ad hoc segmentation schemes through branding and positioning studies, among both consumer and business markets for mobile digital content usage, smart phones, desktop PCs and printers, network servers and remote network management applications, and industrial adhesive products.
* Design and manage international research projects fielded in 24 countries by overseeing trusted in-country partners.
* Design, manage and currently maintain an automated Web-based system used by Microsoft application resellers and integrators to become certified on industry-specific performance with regard to their installation and on-going services. Presented in six languages, the secure transaction-based system is used today by resellers all over the world who are interested in becoming an industry-certified Microsoft reseller.

**InfoTek Research Group, Inc.** Yakima, WA (moved from Beaverton, OR in 2007)  
**Co-Founder and Vice President**, September 1993 to January 2009  
Full service market research company that assists client companies in making decisions regarding branding and positioning, product development and customer satisfaction initiatives.

* Responsible for developing new business, designing and managing research projects and overseeing the company's operations (60 employees) including project managers, analysts, fielding directors, administrative staff, and a three-room focus group facility with supporting staff.
* Acquired and managed more than 100 client accounts including 12 divisions within Hewlett-Packard, four divisions within 3M, and three divisions within Intel. Also secured and managed accounts with Microsoft, Trend Micro, Imation, Lexmark, United Airlines, Oregon State Lottery, AMR Research, Saatchi and Saatchi, Fleishman Hillard, and Accenture, among others.
* Directly responsible for securing and managing 54% of the company's total billings from 1998 through 2008. Highest in the company in annual billings each year from 2002 through 2008.
* Successfully delivered over 250 presentations of study results to upper management audiences including Directors and Vice Presidents among various divisions of 11 Fortune 500 companies.
* Designed and managed 19 customer loyalty tracking studies.

**EDUCATION**University of Minnesota, Carlson School of Management Minneapolis, MN  
MBA concentrating in Marketing Management  
Co-founder of Carlson MBA Association Marketing Club

University of North Dakota Grand Forks, ND  
BBA concentrating in Marketing Management