

Laurie Sigillito

With over thirty years' experience in building businesses, sales, business development and the management of complex technical projects involving multiple and remote organizations, I have developed valuable skills, including the ability to navigate large organizations, recognize and constructively address conflicts in cultures and business models, and help drive revenue while minimizing cost of sales.

Experience

2019 – present Local NEWS Network Durango, CO

Launched a new corporation to rebuild Local NEWS in their communities across the country using a new business model for news production and distribution.

- Received \$250,000 Innovative Technology Matching Grant in 2020 from the State of Colorado Economic Development and International Trade.
- Launched 4 News Locations in 2 years
- 75% increase in sales over past 6 months

2009 – present FASTSIGNS | DurangoTV Durango, CO

Own and operate a FASTSIGNS Franchise and local digital network that produces a video NEWS programs that focuses on businesses, lifestyle and events in Southwest, CO

- 2019 Rebranded DurangoTV NEWS to Local NEWS Durango to become the first official news licensee for Local NEWS Network.
- 2015 Expanded distribution of news programming to ABQ MeTV channel, and durangotv.com
- 2014 Won the prestigious FASTSIGNS Franchise of the year award
- 2013 Purchased Animas Media and started production of DurangoTV programming of Charter Cable
- 2012 Was named Entrepreneur of the Year by the Durango Chamber
- 2012 Won the FASTSIGNS Project of the year award for the Airport Project Implementation
- 2009 Won first place in statewide business plan competition.

1995 – 2008 ETI (Evolutionary Technologies International) Austin, TX ETI is a software company selling enterprise data integration management solutions into Fortune 2000-size companies.

Vice President, Business Development (2003-2008)

- Initiated and nurtured a strategic partnership with Microsoft to the point that is generating over 50% of ETI's leads for new software sales.
- Introduced ETI to the Federal Market, building relationships with Booz Allen Hamilton, SAIC and Northrop Grumman.

Vice President, Alliances (1998-2003)

- Managed a reseller relationship with IBM that at its height generated over 30% of ETI's software license revenue.
- Responsible for managing strategic accounts, such as BCBS MN, Boeing, Gillette, ANICO, and Alberta Health and Wellness which has resulted in a million plus revenue.

Manager, Consulting Services (1996-1998)

- Built a team of Account Managers that focused on customer satisfaction and retention, achieving a 92% maintenance renewal rate year over year.

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987-1995 Amdahl Corp Sunnyvale, CA

Sr. Project Manager (1993-1995) – Consulting Division

Software Engineering Manager (1989-1993) -- Software Division

1984-1987 EDS (Electronic Data Systems) Plano, TX

Software Engineer – Research & Development

Education 1980-1983 University of Texas at Arlington, TX

- B.A., Business Administration and Computer Science (MIS)

References Available upon request

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