

SCOTT BALLEW

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PROFILE

Driven, successful and intrinsically motivated. I have a strong work ethic coupled with a diverse background that includes education and training, information technology, project management, event planning, operations, business development, product sales, marketing and support. I am known as being visionary and having the capacity to achieve it with a pragmatic, outcomes-based approach. I pride myself on being reliable and effective.

EXPERIENCE**REGIONAL ACCOUNT MANAGER, TAS SPECIALTY PHARMACY, AUSTIN, TEXAS, 04/11-PRESENT**

I procure referral clients from medical practitioners whose patients require highly specialized prescription care in the areas of Infectious Disease and Transplant. My achievements include securing business from three transplant centers, five infectious disease providers, and seven gastroenterology practices. Consistent messaging and a tempered approach to business development have resulted in exponential sales growth in the territory.

ONLINE LEARNING CENTER MANAGER, TEXAS ASSOCIATION OF SCHOOL BOARDS (TASB), AUSTIN, TEXAS, 12/08-04/11

From inception to execution, I conceived, built and launched the Online Learning Center, a Moodle Learning Management System (LMS) site, providing fee-based online training and professional development to school officials. I designed the sales model and drove revenue of course sales via direct mail marketing campaigns and presentations at conferences. I managed all operational aspects, including: site aesthetic and functionality, project management of course production, advising subject matter experts on instructional methodologies, editing of multimedia files, upgrades and maintenance of the site, data collection and reporting, customer sales and support. My vision served as a model for the National Association of School Boards and I expanded the scope of the product by selling content to other school board associations and advising them on site development.

NATIONAL ACCOUNT MANAGER, BOARDBOOK, TASB, AUSTIN, TEXAS, 11/07-12/08

I launched the sales initiative to out-of-state school districts and other entities for BoardBook, an electronic agenda compiler. I forged co-marketing partnerships with other school board associations to expand market penetration. I secured new accounts, trained users on product via webinars, handled billing and customer retention efforts. I also conceived all product marketing collateral and campaigns. In one year, my efforts added four additional states to the consortium and greatly increased sales.

PRODUCT MANAGER, POLICY ONLINE, TASB, AUSTIN, TEXAS, 07/05-11/07

I built the client base for Policy Online, an Internet application delivering access to school district policy manuals. I sold subscription-based service agreements, trained end users, developed technical documentation and I worked with IT to improve functionality and performance of the application, serving as the project manager. In two years, the product grew from 12 beta-testers to over six hundred paid subscribers.

DIRECTOR OF MARKETING, BUSINESS DEVELOPMENT, CORPORATE TRAINING, CENTERPOINT MORTGAGE, AUSTIN, TEXAS, 04/03-06/05

My role was to expand the marketing and business development for a mortgage finance company by solidifying relationships with strategic partners to build referral business. I developed a universal marketing and key messaging plan for use in 14 branches. I produced new hire training seminars, developed product sales presentations for mortgage loan officers, and worked with the Compliance Officer to create state and federal loan compliance training. Reported directly to the CEO and served on the corporate leadership team.

OWNER, BFMP ENTERPRISES, IMPORT/EXPORT, AUSTIN, TEXAS, 01/00-03/03

I owned a home and garden accessory company that sold products imported from Mexico and India. I designed products and had them manufactured abroad. I marketing the end product in major showrooms (Atlanta GiftMart, Dallas Trade Center), via regional trade shows, by using independent representatives, and through online catalogs. I managed the entire business, including: budgeting, accounts payable/receivable, procurement, production, shipping, vendor relations, and employees. My clients included Tuesday Morning Stores, Horchow, specialty gift retailers and home/garden centers throughout the US and Canada.

TRAINER AND EDUCATIONAL CONTENT PRODUCER, ACTIVEINK INCORPORATED, AUSTIN, TEXAS, 11/97-01/00

I worked for an online education content provider that produced interactive coursework for middle school Science and Reading students. Being a start-up company, my role was quite varied. I managed district accounts, content production, and marketing, sales, and support.

CAMPUS TECHNOLOGY COORDINATOR, LAKE TRAVIS ISD, AUSTIN, TEXAS, 05/95-10/97

EDUCATION

University of Texas, Pan American, BIS Degree, Elementary Education Certification, 12/93

SKILLS

- Technical capabilities include: editing and preparation of multimedia projects using advanced software applications, familiarity with HTML and PHP protocols, and knowledge in instructional design and pedagogical techniques for use in an online learning environment
- Posses multidisciplinary skills that are universally applicable: marketing, sales, client acquisition and retention, training, information technology, project management, product launch, event coordination, management of employees
- A focused, diplomatic and careful listener with very pragmatic problem-solving skills
- Skilled in sales and marketing with a penchant for multimodal presentations
- Effective at utilizing available resources and maximizing staff talent
- Motivational, energetic, entertaining and creative

PROFESSIONAL ACTIVITIES/ORGANIZATIONS

- American Marketing Association, Austin Chapter
- National Association of School Boards, EdTech Group, Federation of Trainers
- Texas Distance Learning Association, Central Texas Chapter