

Vice President or Director, Internet Marketing

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...: SUMMARY ...:

Experienced online marketing professional, sales & marketing manager, and business consultant with a proven track record for leading initiatives for new websites and website makeovers, including web 2.0, ecommerce and information portal sites.

- Twenty-two years of documented success as a hands-on leader in companies ranging in size from internet startups to Fortune 1,000 corporations.
- Progressive career advancement to Vice-President – Sales & Marketing.
- Successful entrepreneur, accomplished webmaster and expert computer user in a wide assortment of software applications used in the development of web properties, sales, marketing and training materials both offline and online. Proficient in the use of Dreamweaver, Photoshop, Flash and other streaming video and audio applications.
- Consultant in SEO, search marketing, PPC, social network marketing, copywriting, article marketing, online PR, website usability and analytics.

...: PROFESSIONAL EXPERIENCE ...:

H2 Creative Management, LLC

President / Co-owner

Aug 2007 to Current

- Provide online and offline sales and marketing consulting services in B2B and B2C markets, including legal services, industrial services, sports, entertainment, personalized gifts and memorabilia, and traditional brick-and-mortar manufacturing.
- Develop and execute online promotional and fundraising campaigns on behalf of not-for profit 501(c)(3) agencies including The LPGA Foundation, Covenant House, DAE Foundation and other charitable associations.

Partial Client List:

- AAA
 - Bart Scott (Baltimore Ravens)
 - Covenant House
 - Dhani Jones (Cincinnati Bengals)
 - Get Etched
 - Hellier NDT
 - International Association of Fire Fighters
 - Jarvis Green (New England Patriots)
 - Joseph Addai (Indianapolis Colts)
 - Junior Players Tour
 - LPGA
 - Official NASCAR Members Club
 - Real World Sports
 - Second Life Racing
 - Tom Matthew (Sr. Vice Chairman, WFG)
 - Ultimate Golf Card
 - University of Sports
 - Will Demps (Houston Texans)
- Recruit and manage an independent representative sales force to promote personalized memorabilia and gifts for Get Etched, Tournament Gifts of America and Chipco. Included in H2's rep group are Russ Holden (PGA Tour Caddy), Rick Barry (NBA Hall of Famer) and sons Scooter Barry and Drew Barry.

Free IQ / Premium Media Products

Business Development

Feb 2007 to Aug 2007

- Develop strategic content partnerships for new web 2.0 video and audio community. Recruit authors, public speakers, business owners and companies possessing substantial libraries of digital audio and video content. RESULT: 25,000 registered users and over 6,000 digital presentations (free and paid) added in five months.
- Prospect and close business contracts to create digital information products (video, audio, live online events) for authors, public speakers and experts. RESULT: Nine contracts closed in ten weeks.
- Provide marketing and product launch services for content publishers and Premium Media Products clients. Services included marketing consultation, copywriting, promotional communication, lead generation system design, affiliate / joint venture partner communications and help content, as well as web design for event registration, sales pages, author pages, product presentations. RESULTS: Four Contracted Clients in Eight Weeks – 41,418 unique visitors, 806 opt-in leads, 427 teleseminar registrants.

...: PROFESSIONAL EXPERIENCE (continued) :...

BP International Inc.

Vice President – Sales & Marketing

Nov 2005 to Jan 2007

- Recruited to this publicly traded \$7MM maker of engineered fabric structures and sports equipment to develop and implement sales and marketing initiatives required for turn around.
- Conducted a full product line review (437 SKUs) and competitive market research to identify opportunities for gross margin improvement. RESULT: Improved overall gross margin by 37% within 6 months to reach a minimum target gross margin of 45%+.
- Key leader in implementation of Lean Manufacturing and Kaizen initiatives in all company operations to streamline processes, cut waste, and eliminate rework. RESULT: Reduced material returns from an average of 47 returns per month to 3.2 returns per month. 100% of orders documented and processed utilizing Intuitive ERP systems.
- Led the sales department's initiative to work with finance and accounting to generate working capital by collecting outstanding receivables. RESULT: Reduced A/R over 90-days by 78% and dropped sales days outstanding from 72 days to 37 days.
- Recruited, re-staffed and trained the 10-person sales and marketing department. RESULT: While operating under difficult conditions due to inherited debt and poor cash flow, we experienced zero employee turnover by maintaining a positive work environment. The outstanding attitude of the sales staff resulted in 95% customer retention.
- Acted as the primary internal IT systems manager. RESULT: Worked with third party administrator to maintain 2 new servers and 28 workstations, upgraded what was previously a fragmented ERP system, trained all employees in the system's use, and implemented 10 new modules to tie all company departments together.

Breakaway Marketing Inc.

CEO / Owner

2004 to Current

- Led a team of 3 web designers and software packagers. RESULT: Successfully launched 730 websites (75,000+ pages) featuring over 300 products in market categories including webmaster software and scripts, online marketing information products, health, family, finance and personal improvement. These sites were monetized through direct product sales, contextual advertising and affiliate programs. 2005 gross revenue went from \$0 to over \$350,000.
- Developed comprehensive sales and marketing support sites, as part of the above launch initiative, complete with written and video tutorials. RESULT: Over 600 client website managers (affiliates) received clear concise instruction on initial site setup and how to grow their site's revenue.
- Acted as support team leader for a 3-person support staff serving the 600 client website managers. RESULT: All clients received prompt and courteous service, by phone or email, within 24 hours of their inquiry.
- Published a weekly electronic newsletter (30,000+ subscribers) on marketing, e-commerce and webmaster skills that included regularly featured online streaming video training.
- Areas of expertise include HTML, script installation (php, cgi, perl), FTP, c-panel, streaming audio and video.
- Designed, built and maintained websites as freelance consultant for new and existing websites.

Coronado Paint Company

Director of Training

2002 to 2004

- Developed and implemented 24 turnkey Training-In-A-Box™ programs covering a broad range of technical topics, application procedures and sales strategies for architectural, industrial and specialty coatings. Further trained a field sales force of 25 representatives in the necessary technical knowledge and proper presentation skills required to execute Training-In-A-Box™ programs.
- Generated over \$800,000 in new sales in a 12 month period through the creation of strategic sales and marketing presentations for the launch of new products and the revitalization of existing products.
- Led and organized annual multi-day seminar events involving 14 or more presenters, outside vendors, and industry professionals with 200 to 300 dealers / distributors in attendance.
- Championed 3 Integrated Quality Teams for the purpose of establishing and implementing corporate policies and procedures regarding (1) quality assurance and complaint tracking, (2) pricing policies, and (3) warranty policies.
- Offered customized training curriculum for facilities maintenance departments in organizations of all sizes, including Dow Chemical, General Motors, the FBI, Miami-Dade County, Volusia (FL) School Board, and the State Universities of New York.

...: PROFESSIONAL EXPERIENCE (continued) ::..

ICI Paints

Industrial Coatings Sales Manager – Dealer Division – Eastern Region

2001 to 2002

- Recruited by ICI to manage industrial coating sales (\$4.5 Million) for Dealer Division, Eastern Region.
- Led and coached a field sales force of 22 representatives in the sales and marketing of high performance coatings.
- Launched pilot program making Devoe Coatings available to independent paint dealers, which in turn allowed the ICI Paints Dealer Division to rationalize over 300 SKUs.
- Developed a comprehensive “Facilities Survey and Planned Painting Program” for the systematic evaluation, documentation and establishment of custom tailored maintenance painting systems in commercial and industrial facilities. The result of this program’s first survey was \$75,000 in new business for one distributor.
- Develop and execute 3-day comprehensive industrial coatings training programs to elevate the competency level of field sales, distributors and end users.

Coronado Paint Company

Account Executive and Territory Manager

1999 to 2001

- Grew sales with major distributor accounts from \$172,000 in 1998 to \$1.8 million in calendar year 2000.
- Opened new distributor accounts with Kwal-Howells Paint (75 stores in South-Central and Mountain-West US) and General Paint (70 stores in Central and Western Canada).
- Account executive responsible for other national accounts, including Rust-Oleum and Seymour of Sycamore.
- Managed \$1.4 million regional sales territory (in addition to the above), including Minnesota, North and South Dakota, Iowa, and eastern Nebraska.
- Developed and conducted training for all outside sales and key store personnel at Kwal Paint and General Paint’s 140 stores.

Coronado Paint Company

Sales Administration Manager

1993 to 1999

- This position served as the key inside sales management contact and provided assistance in technical recommendations, price quotations, failure analysis and specification writing for Coronado’s 27 field sales representatives and 700+ store dealer network.
- Managed four direct-reporting sales administration assistants in FL, TX and IL.
- Acted as account executive for Canadian distributors (\$2 million). Successfully transitioned between exclusive Canadian distributors during this period.
- Field training responsibilities included the development and execution of annual dealer seminars, which were attended by approximately 200 dealers. Also responsible for training of Coronado sales personnel, Coronado Paint dealers and contractors in trade sales, industrial and specialty coatings.

Coronado Paint Company

Technical Sales Representative

1991 to 1993

- Worked with engineers, architects and commercial interior designers in the Midwest to developed Coronado Paint brand awareness and gain specification of coatings in construction documents.

Coronado Paint Company

Brand Manager

1990 to 1993

- Updated and re-wrote sales literature and technical product manuals. Acted as liaison between sales department and laboratory in complaint investigation and resolution.

...: PROFESSIONAL EXPERIENCE (continued) :...

Valspar Corporation
Region Sales Manager

1986 to 1990

- Sales representative for United Hardware's private label paint program. Grew sales territory (MN, ND, SD, MT) from \$1.8 million to \$2.6 million.

...: PROFESSIONAL ACHIEVEMENTS :...

- 4-Time Guest Speaker at Paint and Decorating Retailer Association National Convention
- NACE Certified Coatings Inspector. Coursework and certification completed February 1993. ID No. 2596.
- NACE Course: Surface Preparation and Inspection of Concrete for Protective Coatings.
- KTA Tator Failure Analysis
- S.G. Pinney Inspection of Protective Coatings for Tank Lining Systems
- BINKS Spray School

...: EDUCATION :...

- B.A., Business Administration with Economic and Political Geography Minor
University of Minnesota, Minneapolis, MN (1982 – 1986)

...: PERSONAL :...

- Born December 8, 1963
- Married, 3 children