

# MARK OLSON

## TESTIMONIALS

*"...rare among marketing execs in his laser focus on understanding and supporting the needs of a sales organization, particularly finding and delivering sales opportunities. His intelligence and deep understanding of the levers of marketing strategy and tactics served us well. I'd recommend him to any forward-thinking CEO or sales executive looking for tangible results."*

Mike Wallach  
VP-Sales, Americas  
Constellar Corporation

*"...super smart, reasonable, and a great partner in the truest sense of the word. He's got the killer blend of realizing the big picture, executing on the strategy, and having fun along the way!"*

Tushar Atre  
Founder and Owner  
AtreNet, Inc.

*"...results-driven and believes in quantifiable measurement of results that directly impact the business' bottom line. He is incredibly creative and resourceful and is often challenging his team to think outside-of-the-box to differentiate and excel. I would highly recommend Mark to any organization looking for strategic marketing leadership and high impact results."*

Melanie Flanigan  
Public Relations Manager  
Constellar Corporation

*"...solid and reliable colleague. He is a talented marketer, creative and a strong team player."*

Scott Frost, Owner  
VegasHotSpots.com, LLC

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## POSITION SOUGHT

CEO / Chief Marketing Officer / Vice President of Marketing

## FOUR REASONS TO HIRE ME

- **Results-driven Leader** – 15+ years of multi-national experience taking companies amidst change and making them leaders. Proven expertise in strategic planning, branding, positioning, media relations, sales, advertising, business development, publications, internal communications, websites, direct and online marketing, emerging web technologies, social media, community affairs, events, crisis communications, market analysis, measurement, and CRM systems.
- **Visionary Challenge-solver** – Specialist in tackling new positions, companies, and challenges. Track record of developing and implementing comprehensive, integrated marketing, communications and business development solutions for startups as well as Fortune 500 leaders including branding and reputation management across diverse organizations and geographies.
- **Award-winning Communicator** – Exceptional writer, creative director, and public speaker who is cool under fire in front of media, board members, and diverse constituencies. Achieved cover stories in *Fortune*, *New York Times*, *Wall Street Journal* and *USA Today*. Created numerous publications and collateral materials. Well-rounded background as journalist, agency executive and corporate officer.
- **Experienced, Respected Manager and Mentor** – Built teams of 35 professionals across multiple U.S. locations and eight countries. Managed agencies and contractors. Overseen budgets of \$10+ million. Outstanding interpersonal skills. Hands-on self-starter adept at multi-tasking and managing parallel projects under tight deadlines in dynamic entrepreneurial environments.

## SELECTED ACCOMPLISHMENTS

- **Created \$1.5 billion order backlog** for IBM Thinkpad 700C laptop in first six months of availability as lead product for the re-branding and re-launch of all IBM PC business worldwide under a single division.
- **Saved more than \$1 billion** in potential damages and achieved unprecedented access to IBM technology for Fujitsu, Ltd. in multi-national intellectual property dispute arbitration market influencer campaign run covertly over two year period.
- **More than tripled assets** under management from \$275 to \$962 million in just 21 months for USA Capital while reducing marketing budget by 33%; achieved ROI of \$650,000 in new assets per \$1,000 spent.
- **Grew revenues from zero to \$2 million in three years and achieved profitability** for VegasHotSpots.com LLC. Built database of 30,000+ prospects and customers. Doubled revenue and inventory by acquiring largest competitor.
- **Generated 14,000+ new sales leads and \$2+ million in revenues** from two trade shows used as launch pad for Constellar Corporation re-branding. Raised \$18 million in private equity placement.

## PROFESSIONAL HONORS AND AWARDS



- **Public Relations Society of America**  
Silver Anvil Awards – Finalist
- **Business Marketing Magazine**  
Annual MarComm Awards – First Place
- **Financial World Magazine**  
Annual Report Competition – First Place
- **International Advertising Festival of NY**  
Annual Report – Finalist Award
- **SF/IABC & Peninsula/IABC**  
Annual Report – "Best" Award
- **Public Relations Society of America**  
Silver Anvil Awards – Finalist
- **Business Marketing Magazine**  
Annual MarComm Awards – First Place
- **Financial World Magazine**  
Annual Report Competition – First Place
- **International Advertising Festival of NY**  
Annual Report – Finalist Award
- **SF/IABC & Peninsula/IABC**  
Annual Report – "Best" Award

## TESTIMONIALS (cont.)

*"...excelled in a fast changing, difficult...environment. His positive attitude, creative thinking, and willingness and ability to adapt were instrumental in the successful outcome at USA Capital."*

Mike Haftl  
Senior VP, Corporate Recovery  
Mesirow Financial Consulting

*"...experience in building brand awareness and overall exposure launched VHS to the top VIP service brand in Las Vegas."*

George Wilson  
Interactive Marketing Director  
VegasHotSpots.com, LLC

*"...invaluable in dealing with over 3,000 investors and an extremely difficult regulatory environment through a very complicated bankruptcy. He played a crucial role in the successful reorganization of the company."*

James Reed  
Vice President  
Mesirow Financial Consulting

*"...experience, hard-work and professionalism were valuable qualities for me to have in my boss and in the head of marketing at the company. His breadth and depth of marketing and corporate experience served him well in the VP role. He was able to deliver and steer many projects personally, as well as give effective guidance and mentoring to his team."*

Dave Robertson  
Product Marketing Manager  
Constellar Corporation

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## EXPERIENCE

### Principal – LTO Ventures / Henderson, NV (2007-Present)

- Strategic marketing, communications and branding consultancy.
- Developed plans recently for companies in: online education; online vacation rental property management; and, online data collaboration.

### USA Capital and USA Investment Partners / Las Vegas, NV (2002-2007)

- **Chief Operating Officer / Director of Marketing** of USA Capital, the parent company, one of the largest U.S. private lenders for commercial real estate developers. More than tripled assets under management from \$275 to \$962 million in just 21 months while achieving a marketing ROI of 650:1. Supervised staff of 32. Led reorganization and sale of company.
- **Director of Marketing and Sales** of VegasHotSpots.com, LLC, a subsidiary company that pioneered Internet-based VIP nightlife entertainment in Las Vegas. Grew annual revenues from zero to \$2+ million in three years, and reached profitability. Developed branding and built database of 30,000+ prospects and customers. Doubled revenues and inventory by acquiring main competitor. Built 8-person sales team. Created 7 websites.

### President - Olson|Ballard Communications / Las Vegas, NV (2001-2002)

- One of the largest public relations agencies in Las Vegas.
- Won the firm's two largest accounts at \$10,000/month each while restructuring the firm's business focus. Supervised eight professionals.

### Vice President of Marketing & Sales - iMonitoring.com / Mountain View, CA (1999-2001)

- Pre-sales Internet startup targeting online distribution of closed-circuit television (CCTV) security video. Joined as employee #5.
- Generated 4,000+ business leads and signed 300+ resellers at trade show for company launch based on a presentation and pre-beta product demo only. Developed brand and company image. Brokered acquisition of company.

### Vice President of Marketing - Constellar Corporation / Redwood Shores, CA (1997-1999)

- Company developed, sold, and maintained enterprise software product.
- Generated 14,000+ sales leads and \$2+ million in new sales at two trade shows for company re-launch built around re-branding I developed. Supervised nine professionals. Raised \$18 million in private equity offering.

### Vice President of Marketing - Red Brick Systems / Los Gatos, CA (1995-1997)

- Startup that pioneered the data warehousing RDBMS market.
- Grew company to \$20+ million in revenues and achieved profitability with sales leads, analyst recommendations and media coverage. Supervised nine professionals. Raised \$36+ million in hugely successful IPO.

### Senior Vice President - GCI Jennings / San Francisco, CA (1991-1995)

- Market development and marketing communications agency.
- Led multi-million dollar IBM Personal Computer Company launch account. Founded and managed New York office of 30 professionals.

## EDUCATION

University of Kansas, William Allen White School of Journalism; B.S. Journalism