



For more information:  
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### **Executive Marketing Consultant**

*Talented senior-level marketing & advertising executive driven by his results-oriented attitude. A verifiable record of success for promoting new innovative ideas, plans and new products while providing wide brand exposure and creative marketing & advertising techniques for high-impact sales, marketing and communication business strategies.*

This professional comes from an extreme creative marketing and advertising communications background where he has successfully built several creative teams for companies such as TechLink Inc., American Hydro-Surgical, Interim Services, Mustang.com and Xybernaut Corporation.

In November 1994, He joined an International start-up in south Florida titled TechLink, a remote access solutions provider, web hosting, paging and design company as Director of Creative Marketing Services. He created their entire corporate identity package and built the creative marketing and advertising teams for both product distribution and Internet Service divisions.

As the Director of Marketing Communications for Equinox Systems, he implemented their new and very successful "Solutions Guy" National Advertising campaign including all support marketing collateral materials.

He was then recruited to Mustang. He was in charge of Mustang.com, Inc.'s new Strategic Marketing team and was responsible for promoting Mustang's new eCRM brand; a call center collaboration product set – utilizing his strong knowledge for strong marketing communications experience and increasing overall identity awareness in this space. Through national advertising promotions and public relations, he was able to bring Mustang to the forefront in email and eCRM communications. Also, through local marketing support such as billboards, radio and effective collateral materials, they were soon recognized as the industry leaders in the CallCenter/eCRM communications arena.

He then went on to be the Global Marketing Director and Major Account Manager for Xybernaut after Mustang.com was purchased.