

SCOTT CORWIN

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SUMMARY 18+ years building business platforms that deliver strong profits, beat stiff competition, evolve in dynamic markets and use technology intelligently. Skills include innovating solutions that are economical to deploy, sustainable over time and can be scaled to any enterprise size and growth objectives.

STRENGTHS

- ▶ Multi-Site Operations / P&L & Management
- ▶ Solution-Based Consultative Sales
- ▶ Executive Level Presentations & Negotiations
- ▶ New Market Development & Product Launch
- ▶ Accomplished Manager of Change
- ▶ Strategic Sales & Market Planning
- ▶ Team Building, Training & Motivation
- ▶ Strategic Partnerships, Alliances & Ventures

EXPERIENCE

2/09 to Present

Consultant

OVERVIEW

Assisting a small IT Staffing Company and a midsized financial services company grow in the Midwest.

6/07 to 2/09

Regional VP – Midwest

TAC WORLDWIDE - Global IT Consulting

OVERVIEW

Managed P&L, sales growth and service for Midwest (3 offices, 100+ staff). Member of Corporate Management Team responsible for developing and executing strategy, driving performance and growth to reach fiscal goals.

REGIONAL

IMPACT

REBUILT TERRITORY & SALES TEAM - took over region in deep decline - '07 revenues fell to \$12.5M from \$17M+, and \$5M was at risk (past RVP left with 6 top producers and 90% of the customers); 60% of revenues came from one client, Wells Fargo.

Solution

Turned sales team into business developers. Required one marquee account (i.e. Wells Fargo, Sears, Thompson, Blue Cross, Cargill, Discover) and 3 other accounts a quarter.

Solution

Created metrics/goals based on industry averages and internal run rates, tied to individual performance. Metrics were reported to the group and reviewed individually once a week.

Result

Within 20 months, opened 22 new accounts worth \$7.8M in revenues while also saving \$4.5M of the \$5M at risk by renegotiating with Wells Fargo (TAC became their #1 vendor).

ENTERPRISE

IMPACT

INCREASE GROSS PROFIT – Introduced the following solutions to increase TAC's average corporate gross profit of 18.1% and Midwest margin of 19% (\$2.26M on \$12.5M in revenues).

Solution

Attained transparency and accountability by creating/implementing a unique gross profit calculator which calculated GP% on all deals then mentored the entire sales team to structure each deal on real numbers.

Solution

All deals were reviewed, if GP% was under 22%, it required RVP approval to go forward.

Solution

Transparency to the team produced a self-policing effect.

Result

Regional – Increased GP from 18% to 24% - a \$625K net increase in profits.

The Gross Profit process was adopted company wide and increased corporate GP for FY2008 from 18.1% to 20.1% or \$12M a year on \$600M revenues.

12/06 - 6/07

OVERVIEW

General Manager

GLOBAL CROSSING - Global Telecommunications Provider

Increased market share, drove sales, trained and motivated staff to meet their sales objectives for this \$2B public telecommunication company in its third largest metro market.

CHICAGO

IMPACT

REBUILT MARKET, SALES TEAM & COMPETITIVE POSTURE - Our sales rate of \$17M was well below the \$100M Chicago target.

Solution

Recruited 6 sales staff (8 person team), using a professional network and leveraging the fact that I would be their direct manager to convince performers to join the team.

Solution

Created a 14 point sales prospecting campaign (with CRM and Sales Force Automation, qualifying/ follow up calls, postcard, automated emails, handwritten note) to penetrate Chicago's 64 Fortune 500 and 1,600 companies with a \$10+K/month telecom spend.

Result

300% more prospects uncovered. Attained 157% of quota. Meetings per week doubled from 3 to 6 and we grew a stronger, more manageable sales pipeline.

ENTERPRISE

IMPACT

STRATEGY PLANNING CORPORATE WIDE – held a monthly call with the CIO and Chief Marketing Officer to discuss new selling, business development and marketing strategies.

Result

Global Crossing adopted my sales process company-wide (rolled out to 600+ staff).

12/97– 12/06

President – 12/97-5/03 **FUTURE TECHNOLOGY SOLUTIONS – Consulting & IT Outsourcing**
Management Consultant - 5/03-12/06**Overview**

FTS had 2 phases; phase 1 consisted of starting the business, expansion and eventual sale of company. Phase 2 consisted of being a business consultant to companies in start up or turn around stages across e-learning, staffing and IT consulting industries.

PHASE 1 BUSINESS BUILDING AS PRESIDENT

Started FTS as a break/fix maintenance company by **Year 1**; added 25 clients and had a staff of 4. **Year 2-3**; added website development and design, hired 2 web designers and built/hosted over 50 sites. Added IT staffing division 3Q/2000.

- Oversaw budgets; business plans, service offerings; sales goals and company grew cash flow to \$50k - \$250k /month.
- B2B sales focused on matching clients to solutions to deliver a good ROI, higher efficiency, better process and mutually agreed project scope with clear channels of communication.

Result

Sole source of **\$3 million**/year in sales that included 20 staffing clients, 50 IT Maintenance/break fix clients and 50+ website development clients.

PHASE 2 BUSINESS EXPANSION AS MANAGEMENT CONSULTANT

Retained by three companies (one company at a time) to lay foundation to intelligently expand their business, salvage corporate client relationships and innovate strategies to grow revenues/profits against stiff competition.

Client 1

eLearning company with only two clients (the owner won Baxter Healthcare and Ryerson Steel after working as a contractor or employee at each company).

Challenge: 70% of all revenues (\$1.4M) were in jeopardy when Baxter changed management and eLearning lost favor with the new leadership.

Action: Calmed Baxter, reduced hourly rate 10% and extended the expired contract for 2 more years.

Challenge: eLearning lacked management infrastructure to grow quickly and intelligently.

Action: Built new sales department, website, marketing collateral and direct mail/email campaigns. Hired inside and outside sales teams, conducted sales appointments and mentored junior sales staff.

Result

Doubled business in 9 months from \$2M to \$4M – with 2 inside and 1 outside sales staff.

Client 2

\$40M IT Staffing Firm wanted to open a Chicago office and grow to \$3M+ in one year. Hired a team of 2 recruiters and 2 sales people (using my network), developed infrastructure, marketing and drove sales, with full P& L responsibility. Led staff recruiting campaigns for: **Dell, ADP, BP America, JPMorgan Chase, Motorola.**

Challenge: Company lacked brand and name recognition in Chicago.

Action: Launched an aggressive territory development plan targeting 3,000 companies and within 6 months added 3 marquee accounts and 6 “B” level accounts.

Challenge: Dell, a national account worth 25% (\$10M) of all revenues lost \$1M a year from a fixed-bid billing relationship (Dell typically used contract staff 2-3X what they paid).

Action: Convinced Dell's SVP of Professional Services to agree to a “flexible service rate” and created 3 rate tiers; fixed bid, time & material (T&M) and “best guess T&M.”

Result

Grew margin from –10% to +25% on Dell business (turning \$1M/year loss to a +\$2.5M profit - \$3.5M swing). Dell adopted my flexible rate plan for their outsourced IT business.

5/96 to 12/97 **VP Sales & Operations** **CELLTALK EXPRESS** – *First prepaid cellular company in the Midwest*
Overview Recruited by a business owner who as an Electrical Engineer had developed unique product but did not know how build sales or sustainable operations that were scalable.

Company Rebuild Created CellTalk’s organization structure, marketing materials, sales training, presentations, compensation plans, policies and procedures, and coordinated with vendors. Created internal processes for ordering, processing clients/agent needs, and negotiating with suppliers.

Needs Company lacked business structure and needed to recruit, train and hire, build customer service / technical service / inventory departments.

Solution **Built sales force** from 0 to 15 covering 6 states. Developed sales pitch, presentations, marketing material, and sales training.

Solution **Built customer service** from 1 to 6 staff. Developed customer service scripts and training.

Solution **Leveraged network** 30 existing selling agents who had relations with credit worthy wireless stores and then grew it to 300 agents.

Result Grew revenues from **\$6 million to \$18 million** in 8 months. Opened and grew markets in IL, MI, WI, IN, OH, and NY.

11/95 –5/96 **Sales Manager & Sales Trainer** **USN COMMUNICATIONS** – *Telecommunication Provider – CLEC*
Overview Hand picked to help with monthly national sales training. Ran my own sales team. Personally worked with hundreds of sales professionals and executive managers. Taught sales process and follow up that resulted in raising closing ratios and strengthening client dedication.

Result Built the #1 sales team in the U.S. (out of 35 markets or about 100 sales teams).

11/94- 11/95 **Senior Account Executive** **AT&T**
Overview Serviced 15 key accounts including Ameritech Mobil, Cellular One, PCS PrimeCo, and Walgreen’s.

11/ 91 – 11/94 **Sales Representative** **MCI**
Overview Established and maintained corporate accounts. Developed a corporate referral account program that was adopted by the industry and used up to 2006.

Result #1 sales representative out of 400 nationally for MCI Wireless.

EDUCATION

1990 **Bachelor of Science**, Western Illinois University Macomb, IL
 1991 **Masters** (Incomplete) Western Illinois University Macomb, IL

AWARDS & ACKNOWLEDGEMENTS

2001	40 under 40 - Business Ledger	1995	Outstanding New Acquisition Specialist- USN
2001	Who's Who in Business	1994	#1 Salesman in the Country - MCI Wireless
2000	TEC - The Executive Committee	1993	Millennium Club Nova/Nationwide Cellular
1996	Outstanding Sales Trainer - USN	1992	Millennium Club -Nova Cellular

AFFILIATIONS

• Free Masons • The Boy’s and Girls Club of Elgin • Boy Scouts of America • Sigma Pi Fraternity