

John Martin

3207 Ashfield Drive • Houston TX 77082
281-558-9900

Communicator, Technologist, Marketer

Seeking opportunity in Business Development and Marketing in the Technology Sector

- Experienced technologist with proven communications skills
- Proven detail-oriented ability to drive projects from concept to completion
- Productive team leader with demonstrated success in sales and business development
- Committed team member with proven performance in fast-paced, deadline-driven environments
- Excellent presenter, speaker and communicator with strong interpersonal skills
- Successful hands-on marketing communications manager with a public company
- Demonstrated ability to work with all levels of an organization, from top management to individual contributor
- Unique combination of technology smarts and marketing savvy

Accomplishments

- Director, Internet+Marketing, EBIZ Enterprises Incorporated
- VP Communications, JBSi
- President, Bold Creative Services Incorporated
- President, Houston Computer Services
- Adjunct Faculty, Kingwood College
- Toastmasters District 56 Public Relations Officer
- President, Authors & Publishers Association
- Editor/Publisher, TI*BIZ magazine
- Chairman of the Board, TIMIX - Texas Instruments User Group

Education

- Indiana University (B.A., History)
- Indiana University (M.S., Computer Science)
- University of Houston, Clear Lake (studies for MBA)

Skill Set

- Experienced writer, editor, creative director, team leader, project leader
- Extensive experience with a wide variety of graphics design and web development tools: Photoshop, PageMaker and other graphics tools; MS Office: Word, Excel, Access & PowerPoint
- Strong technical skills with Active Server Pages, PHP, JavaScript, SQL Server, Oracle, Visual Basic, MS Access, Java, C++. Systems experience with Windows 2003/NT, Windows 98/XP, Linux/UNIX, Macintosh
- Hands-on management accounting and business planning experience. Proven business acumen

Association Memberships

- Authors & Publishers Association
- Business Wire
- Toastmasters International

References on request.

Able to start new opportunity immediately.

Experience

2003-present

Self-Employed

Technology/Marketing Consultant working with clients in marketing communications, public relations, advertising, e-commerce/web site development.

Worked with upper management and technical staffs for clients including:

- **Computer Software Alliance.** Marketing Communications projects including advertising, public relations. Design and develop marketing collateral
- **Terian Solutions.** Design and maintain ecommerce web site offering 2,000 SKUs for sales worldwide.

1999-2003

EBIZ Enterprises Incorporated/JBSi (Jones Business Systems, Incorporated)

Hands-on manager for corporate marketing/communications and eBusiness deployment.

JBSi VP Communications and EBIZ Director, Internet+Marketing.

- Manage and implement all Internet and marketing initiatives for this systems integrator with \$40 Million annual revenue. Responsible for all advertising and marketing communications programs. Liaison with sales teams and client base to design, develop and deploy marketing programs including advertising, broadcast email, broadcast fax and public relations.
- Rebrand the company from a mid-tier distributor to a system builder and services provider. Design and implement eBusiness web site, successfully moving the company from a call center model to a web-enabled eBusiness model for sales and sales support. Consolidate web properties from three companies into a strategic platform. Integrate www.linuxmall.com ecommerce site into EBIZ back-office and warehouse/fulfillment systems.

JBSi merged with EBIZ Enterprises (OTCBB:EBIZ) in January 2001. EBIZ was reabsorbed into its venture capital firm in 2003 and ceased operations as a separate company.

1998-1999

Self-Employed

Marketing/Technology Consultant providing business development, web site design and consulting, product design and marketing communications services for clients including:

- **Shell Chemicals.** Work with corporate-wide CFOs/VPs Finance to develop, maintain and support a variety of web-based collaborative intranet applications to support the worldwide sales and marketing organization of Shell Chemicals including Financial Commentaries; Health, Safety and Environment Questionnaire and Sales and Marketing Data Entry/Reporting.
- **Compaq Latin America.** Design/implement marketing support functions for the Compaq Latin America eStore.

Web site design and advertising/marketing projects for other accounts.

1995-1998

Bold Creative Services/BHC, Incorporated

Consultant and manager for marketing communications agency.

Lead consultant and company president providing marketing and printing/graphics services for clients.

- Design and implement marketing programs including brochures, direct mail, broadcast fax, public relations, quarterly catalogs and web sites.

Took company from start-up to \$1.6 Million annual sales in two years. Hired and supervised staff of 24. Acquired three companies to achieve fast-track growth. Work with investors to maximize operational revenues and ROI. Successfully operated company for three years.

1989-1995

Self-Employed

Consultant providing business development, product development, consulting, public relations and marketing communications services.

Worked with upper management and technical staffs for clients including:

- **Intermedics, Inc.** Software Reliability Engineering. Write and implement certification/validation protocols required for FDA GMP compliance.
- **Compaq Computer Corporation.** Software Test. Microsoft Windows software design and testing.

Product development and marketing projects for other accounts. Write, edit, design and publish monthly magazine for more than three years.

1979-1989

Houston Computer Services, Incorporated

Developer, designer and manager for computer parts manufacturing company.

President and part-owner. Designed, produced and marketed computer hardware and software products to customers worldwide. Took company from start-up to \$2.5 Million in sales. Hired and supervised staff of 12. Successfully operated the company for 10 years before selling it in 1989.