

Experience

Self Employed

Independent Sales and Marketing Consultant

11/2001 to Present

- ◆ Develop and execute strategic marketing plans, in partnership with business managers.
- ◆ Provide tactical sales and marketing advice. Assist with sales management, training and channel development. Deliver implementation support for all phases of plan completion.
- ◆ Employ a strong *Guerilla* orientation in all facets of execution.

Covansys (NASDAQ: cvns) Springfield, MA

Account Executive

9/99 to 9/2001

- ◆ Led sales activity for \$3 million satellite-branch of a global, information technology (IT/IS) consultancy. Doubled the size of the account base during a market contraction.
- ◆ Developed proposals, negotiated contracts, service level agreements, and pricing terms for engagements ranging from custom software application development and staff augmentation, to large systems integration and strategic IT outsourcing, including major e-commerce initiatives.
- ◆ Created and maintained a comprehensive marketing database to facilitate prospecting, direct mail, PR, and sales campaigns. Developed fluency in e-business strategies, viral marketing, and affiliate marketing.
- ◆ Sold to and built executive level relationships across various industries employing multiple technologies.

REMI (Regional Economic Models, Inc.) Amherst, MA

Marketing and Sales Associate

12/97 to 8/99

- ◆ Led aggressive sales campaign to achieve a 40% growth target on \$1.5 million in revenues. Created a sales & marketing culture where none had previously existed. Conducted market research, database management, and high-level software sales in the public and private sector.
- ◆ Managed \$300,000 marketing budget including; national educational seminars, direct mail, trade shows, collateral development, and telemarketing.
- ◆ Coordinated all subcontracting work for marketing projects with web site designer, ad agencies, PR firms, temporary staffing agencies, direct mail houses, and list brokers.
- ◆ Hired, trained and supervised a five member marketing support team.

Northeast Utilities' Corporate Challenge Program, Northfield, MA

Marketing Coordinator

9/95 to 5/97

- ◆ Developed and spearheaded a sales and marketing strategy to provide leadership development and team training programs to corporate clientele. Wrote and executed tactical marketing plan to create a spin-off profit center. Enrollment increased 25%.
- ◆ Managed entire sales process. Administered trade shows, promotional campaigns and public relations efforts. Created all collateral materials. Initiated development of client and prospect database. Forged internal and external business alliances to facilitate co-marketing and affiliate marketing programs.
- ◆ Designed and facilitated teambuilding and professional development programs. Conducted needs analyses, made programming recommendations and managed follow-up and results tracking.

UNIGLOBE Travel NE States, Wakefield, MA

Director Regional Services & Sales Trainer

5/93 to 9/95

- ◆ Awarded Regional Employee of the year for 1994. Led monthly professional development seminars and organized annual training and motivational conferences.
- ◆ Promoted to Regional Commercial Sales Instructor after attaining \$1 million in annualized agency sales in seven months. Franchisee attendance increased 30%. Sales Rep retention increased 15%.
- ◆ Provided training, organizational and marketing support for 35 independent travel agencies throughout NY, NJ and New England. Managed monthly royalty collection exceeding \$50,000. Average Agency revenues increased 10% between 1994 and 1995.
- ◆ Managed \$350,000 yearly image advertising fund. Directed ad agency, PR, and co-marketing services with franchisees. Co-produced monthly regional newsletter.

J. SHELDON SNODGRASS

Home: 413-268-0388

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MA State Human Service Agencies Supervisor/Educator

10/90 to 3/93

- ◆ Strong developmental period in three successive positions. Expanded leadership, supervisory and coaching skill base through delivery of adventure based programs for youth at-risk to develop conflict resolution, teambuilding and problem solving skills.

US Army Transportation Corps, West Berlin, Germany 1st Lieutenant, Berlin Rail Access Commander

3/88 to 9/90

- ◆ Directly responsible for safety and security of up to 300 passengers and crew during rail transits through Soviet controlled East Germany. Accounted for over \$3 million in military rail equipment.

Education

University of Massachusetts, Amherst, MA. MBA. May 2002

University of Rhode Island, Kingston, RI. BA Political Science. May 1987

- ◆ Two year ROTC scholarship winner. Distinguished military graduate.

Officer Basic Leadership Course, Fort Eustis, Virginia. February 1988

Professional Course Work: Solution Selling, Power Base Selling and The Executive Conversation series, 7 Habits of Highly Effective People.

Interests

Conversant in Spanish. Certified: Whitewater Guide, Alpine Ski Instructor (PSIA level 2), CPR, and Emergency First Aid. SCUBA and Airborne qualified. Extreme sports enthusiast. Volunteer support group facilitator. Excellent orator.