Thomas Q. White II

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Summary

Experienced manager with strong analytic and technical skills, combined with excellent communications and internet expertise, and the ability to use a complete range of computerized tools to contribute to the growth of a company.

Skills

- Organize and execute business projects, develop business plans, create sales/communications organizations, complete 'from the ground up' entrepreneurial developments.
- Plan and implement websites, e-stores, and marketing vehicles that are comprehensive and attractive to users and that achieve market growth and management goals.
- Organize electronic communication strategies to disseminate information to employees, internal and external customers
- Strong writing and verbal communications skills
- Demonstrated ability to explain technology concepts to clients and managers who do not possess strong technical backgrounds
- Organize information; synthesize data and present results in a concise manner
- Analyze business systems, build economic models, develop and write business plans

Education

University of California - Berkeley, 1978

Bachelor of Science, Electrical Engineering and Computer Science

Work History

SCW FItness Education, 2005-Present

Development and delivery of training for fitness professionals

Communications, Marketing, Website Development

Supported adoption of major new fitness product line/partnership. Negotiated web integration. Reviewed contracts. Trained sales staff. Created large application-oriented website supporting convention registration, e-commerce, and a variety of social networking oriented sales/marketing functions. Managed content support staff. Managed customer email outreach. Acted as executive producer (managed editorial, design, production and print processes) for the development of a new sixty-page magazine.

Restorion, 2001-2004

Automatic online backup of personal computer files using the internet.

Founder, CTO and President

Developed business plan and successfully recruited two rounds of capital for implementation of start up company. Devised product concept and implemented production systems. Programmed complex website supporting sales content m

anagement, order taking, software provisioning, and customer control panel, billing and distributor support. Designed marketing plan, developed ad copy and presentation materials. Spoke at public and networking events to promote product in the business community. Recruited and trained distributors.

Visual Playthings, 1999 – 2001

Software development and web design company

Projects included: development of database management software, creation and implementation of business plans and marketing support for computer/internet companies. Developed successful commercial web sites, created content managed sales website, marketing-oriented shopping cart and convention registration system.

Sonoran Scanners, 1998-1999

Startup company developing a UV direct-to-plate imaging system for the newspaper industry.

Product Line Manager

Conducted market feasibility study, planned and implemented marketing campaign. Analyzed potential customer production systems and documented them for R&D use. Wrote detailed technical specifications for an innovative product interface based on Linux, TCP/IP and standard data formats. Planned and developed successful marketing/technical support website.

Krause America, 1996-1998

Manufacturer of digital, direct-to-plate imaging systems for the printing industry.

American Marketing Director

Developed marketing plan for digital production products, created product literature, directed advertising campaign. Wrote magazine articles and advertising materials, implemented effective graphic arts dealer distribution channel, developed business plan including development of marketing plan for trade shows.

Provided marketing direction to research and development organization.

ResourceNet International, 1995-1996

Sales and distribution for Scitex equipment focused on small printing companies.

Technical Sales Support

Analyzed and planned electronic production systems. Wrote business plans for new production installations.

Scitex America, 1989-1995

Manufacturer of computer equipment for the printing industry specializing in prepress, imaging, and data management systems.

Manager Sales Support, National Accounts

Product expert for workstation for the packaging industry. Proposed product improvements, created collateral material to use in sales effort. Delivered talks at professional meetings, analyzed complex networked digital production systems to assess their productivity and efficiency, analyzed economic performance of production systems, directed technical support team for very large customers. Managed implementation projects for large networked production systems.

Visual Playthings, 1989

Freelance database programmer and business consultant.

Provided software consulting focused on the development of back office systems for ad agencies. Analyzed production systems and assessed needs, specified and documented software, developed a networked data collection and analysis system.

Laser Colour, 1987-1989

Printing industry 'trade shop' specializing in color separation.

President and Owner

Wrote production management and accounting software, specified and operated manual production systems, sold prepress products to large and small businesses.

R.R. Donnelley and Sons, 1978-19871996

Largest printing company in America. Worked in the Research and Development group inventing digital imaging technologies.

R&D Engineer

Developed networked system architecture and programming for an advanced graphic arts image processing production system. Designed and directed the implementation of a networked production control and data management systems. Analyzed technical aspects of potential targets for Donnelley's acquisition team and recommended their utility to Donnelley.