

ROBERT GOLD

Senior Executive with demonstrated success in new business development, sales and strategic marketing. Leadership in starting, leading and developing growth-oriented companies

- Led startup company from concept to \$80 million sales with \$6.5 million net profit
- Navigated company through 4 major business and 4 technology cycles
- Drove sales from \$4 million to \$12 million with consistent profitability; key role in M&A activities
- Penetrated European sales and distribution and built from zero to \$4 million annually

Intuitive strategist who delivers results by developing and executing sales/marketing strategies with organizational processes

- Built subsidiary company to \$10 million run rate in 2 years; negotiated profitable sale
- Led acquisition of software, built to multimillion-dollar business, sold rights to IBM
- Spearheaded acquisition of chief competitor
- Boosted cross-selling 50%+ by building integrated sales force

Solution-driven leader adept at identifying and solving problems, initiating change, making strategic decisions, and developing processes. Strong public-speaking, negotiation, coaching and interpersonal skills.

MS, Computer Science, Fairleigh Dickinson University, 1987. **BA**, Economics, Rutgers University, 1980.

PROFESSIONAL BACKGROUND

GOLD GROUP

marketing, sales and strategic execution 2002 - Present

Founding Partner

- Assist companies with revenue generation, market positioning and strategic planning
- Clients include both major corporations as well as venture firms
- Develop and present sales training and marketing/branding courses and seminars

STARPOINT SOLUTIONS

software consulting and integration company 1992 - 2002

Founder/Chief Executive Officer

- Built startup to \$80 million sales (all organic growth) with consistent 6% to 8% annual profit
- Created subsidiary niche software firm and grew to \$10 million run rate; sold to Israeli technology company
- Products/services for diverse industries included enterprise implementations (ERP, HR, CRM, Supply Chain, etc.), custom software development, creative multimedia services and IT staffing
- Software development projects ranged from \$250K to \$2.5 million
- Developed/implemented sales strategy to reduce single-industry dependence (financial services); added pharmaceutical, manufacturing and professional services companies
- Started company during recession and led through recovery, Internet boom and another recession and through mainframe, client/server, Internet and wireless technologies

SYSTEMS STRATEGIES

communication software product firm 1986 - 1992

Vice President Worldwide Sales

- Key role in tripling sales from organic growth and acquisitions; consistently profitable
- Acquired DMQ software, grew sales and sold rights to IBM; purchased chief competitor
- Diversified customer base and expanded into new channels to reduce dependency on key accounts
- Built international end-user sales and distribution capabilities

DIGITAL EQUIPMENT CORPORATION (DEC) and PITNEY BOWES

1980 - 1986

Sales and Marketing positions

- Achieved top sales honors at both positions: *Top 25%* and *Rookie of the Year* at Pitney Bowes; *Top 5%* for 1 year and *Top 10%* for 2 years at Digital Equipment Corporation
- Negotiated and closed \$50 million deal with AT&T

