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# **THE QUEST: GUIDING THE NEXT EMERGING DIGITAL MARKETING TECHNOLOGY TO MARKET**



## **CAPABILITIES STATEMENT**

***GO TO MARKET STRATEGY & EXECUTION  
FOR EMERGING DIGITAL MARKETING TECHNOLOGIES***

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**RON SHULKIN**

## CAPABILITIES STATEMENT

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### **THE QUEST: TO BRING THE NEXT EMERGING DIGITAL MARKETING TECHNOLOGY TO MARKET**

#### **INTRODUCTION**

My passion is to join with start-up technology teams, bringing my sales and marketing experiences. Working together we define their best markets and introduce their offerings wisely in the Americas

#### A DESCRIPTION OF THE TYPE OF TEAM I'M HOPING TO JOIN

An emerging digital marketing technology company; the offering well matched to major trends currently defining best practice audience engagement

*Typically driven to-date by their visionary, a platform developer and leader. A team who can benefit from the contribution of my skill set.*

QUALIFICATIONS

A unique blend of **sales and marketing skills**, coupled with an analytical approach, based on decades of successful experiences guiding emerging digital marketing technologies

Built on a foundation of **ongoing dialogs, and nurtured relationships, with senior industry marketing executives** representing brands, retailers, and agencies

GO TO MARKET STRATEGY DEVELOPMENT SKILLS

The fundamental foundation fueling my engagements:  
*My contribution leads to **Actionable Feedback:**  
Recommendations to achieve desired strategic outcomes*

- Refinement of **The Technology’s Existential Purpose**
- Defining **The Breakthroughs**
  - Enabling the market to appreciate the technology’s value
- Identification of **Strategic Growth Opportunities**
  - Responsive to current client demand dynamics
    - To the changing US competitive landscape
    - To major trends currently defining audience engagement
- Translation of the product technology features into **Solutions to Business Problems**
  - The mapping of opportunities determining the distance from current core capabilities
- Identification of **Adjacent Moves** with the highest probability of achieving long term profitability
- Identification of **Optimal Vertical Markets** for rapid market share growth
  - Aligning the product offering with optimal markets and verticals
  - Architecting **How to Engage** with each identified vertical and title for a path to decision.
- Guidance **Framing the Problems Buyers Are Trying to Solve**
  - Clearly defining our understanding of the various issues for each vertical
  - Clearly and accurately explaining our product
  - How it helps solve the problem

Market Penetration History

**Customer Relationship Management. 1998 - 2003**  
**Real-Time, Interactive Video. 2004 - 2008**  
**Collaborative Marketing Innovation. 2010 - 2013**  
**Social Media Relationship Management. 2015**  
**Digital Content Management. 2015 - 2016**  
**Real-Time, Interactive Engagement. 2016 – Present**

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See Appendix for Details

SALES LEADERSHIP SKILLS

An accumulated set of experiences successfully selling and marketing *Emerging Enterprise Digital Marketing Technology*

- **Strategic Market Penetration** of large organizations/Fortune 500
- Identifying the requirements for **Partner Channels**
  - Geographic coverage
  - Vertical relationship exploitation
- **Leading Sales Teams**
  - Penetrations of Global, North American, and US Markets
  - Building, hiring, training, leading, and nurturing sales professionals
  - Managing sales professionals, solution engineers & marketers
  - Short term sales of initial enterprise systems for **Vertical Beachheads**
  - Identification of Sales Operational gaps
  - Creation of predictable and standard sales and marketing processes
  - Enabling the sales team to productively sell the technology with reliable processes

A Sample List of Multi-Million Dollar, Multi-Year, Enterprise Solution Sales Achievements

**Travel:** Orbitz, Royal Caribbean

**Telecom:** Sprint, Austria Telekom, AT&T, Alcatel Lucent

**Media/Publishing:** Bertelsmann

**Consumer Brands:** Phillip Morris, Kimberly Clark

**Technology:** IBM, Cisco, NEC, EDS, Google

**Oil & Gas:** Schlumberger, Halliburton

**Services:** Ernst & Young, Deloitte

**Not for Profit:** Doctors without Borders, Disabled American Veterans

**Manufacturing:** Tyco Electronics, Vesuvius Steel, Cytec, Case New Holland

**Finance:** ING, JMB Realty, Illinois Insurance Exchange

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MARKETING LEADERSHIP SKILLS

- Creating Market Awareness
  - **Lead Generation Program** Creation & Execution
  - Creation and execution of prospect databases
  - Overseeing the implementation of salesforce, Pardot and other marketing automation support systems
  - Creation of **Webinar Programs**
  - Creation of the **Social Presence**
  - Cultivation of **Marketplace Credibility**
    - Extensive white paper publishing (blog posts)
    - Speaking Engagements at Industry Events.
    - Management of Industry Analyst Outreach
- Tactical Marketing: ***The backbone of a successful product launch is great content***
  - Guidance for the provision of the creation and provision of content moving buyers through every stage of the sales journey
    - Shortening sales cycles
    - Making each sale more profitable
    - Preparing the company for scalable growth
  - Designing content, messaging and delivery for each buyer journey by stage
    - Attracting Buyer Interest
      - Engaging content to serve lead generation, drives to more in-depth major content pillar assets
      - Social Media Plan, Testimonials, Blog Posts, Infographics, Videos, Presentations, Live Events
    - Engaging the buyer:
      - Major content pillar assets, actionable guidance for tackling challenges, driven to reveal product centric assets and delivered by a sales presence
      - Emails, newsletters, white papers, surveys, workbooks, E-Books, third party research webinars
      - Content designed to be easily broken down to 20-30 social posts, four to six blog posts, two to three emails, a webinar, a SlideShare, an Infographic (buyers expect different content at each stage), to serve the top of the funnel
    - Aligning the Product to the Buyer's Needs/Sales Enablement/Securing Buyer's Confidence
      - Product centric assets, delivered by sales team member
      - Webinars, Live demos, Product one pagers, FAQ's, Spec Sheets, one pager, talking points, demo scripts, value props by vertical, lists of content assets made available
      - Internal trainings, RFP templates, pricing guides, ROI Calculators, competitive differentiator, case studies

APPENDIX: PRODUCT LAUNCH EXPERIENCES



Market Penetration History  
Detail

**Customer Relationship Management.** US VP of Sales. UK HQ'd Recognition Systems. Segmentation Optimization via Neural network pattern recognition. Sold to DoubleClick. *1998 - 2003*

**Real-Time, Interactive Video.** Global VP Sales. Marina del Rey HQ'd Interactive Video Technologies. "One-to-many" interactive video for marketing & training. Sold to investors and rebranded as MediaPlatform. *2004 - 2008*

**Collaborative Marketing Innovation.** Global VP Sales & Marketing. Belgian HQ'd CogniStreamer. Internal social networks to facilitate Crowd Sourcing New Product Development; Idea Management. Sold to Ernst & Young as a foundation for their growing Innovation Practice. *2010 - 2013*

**Social Media Relationship Management.** Chicago Territory Director; Pioneer remote sales professional for Austin based Spreadfast. *2015*

**Digital Content Management.** Initial Western US Territory Director. UK based EngageSciences. Acquired by Wayin. *2015 - 2016*

**Real-Time, Interactive Engagement.** VP Sales & Marketing for The Americas. UK HQ'd 3radical. Gamification driven, real-time, interactive, omni-channel, engagement. Submitting Go To Market strategy and US launch plan for additional investor funding enabling a US infrastructure. *2016 - Present*

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