

MAY 15, 2017

# SELLING EMERGING DIGITAL MARKETING TECHNOLOGY TO NEW MARKETS



## CAPABILITIES STATEMENT

*SALES SKILLS ON BEHALF OF  
EMERGING DIGITAL MARKETING TECHNOLOGIES*

RON SHULKIN

847.612.2139

RONSHULKIN@GMAIL.COM

**RON SHULKIN**

## CAPABILITIES STATEMENT

---

### GUIDING 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

Helping brands, retailers, and agencies appreciate the value technologies offer, mapping the features to the challenges they face

#### A DESCRIPTION OF THE IDEAL TEAM

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

**RON SHULKIN**

## **QUALIFICATIONS**

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

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

## **GO TO MARKET STRATEGY TERRITORY DEVELOPMENT SKILLS**

### **Translation of the product technology features into Solutions to Business Problems**

- Identification of **Adjacent Moves** with the highest probability of early license sales
- 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.
- **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

## LEAD GENERATION SKILLS

- Creating Market Awareness
  - **Lead Generation Program** Creation & Execution
  - Leveraging the prospect databases
  - Putting salesforce, Pardot and other marketing automation support systems to work
  - Creation of **Webinar Programs**
  - Leveraging 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***
  - Sharing content moving buyers through every stage of the sales journey
    - Shortening sales cycles
    - Making each sale more profitable
- Aligning the Product to the Buyer's Needs/Sales Enablement/Securing Buyer's Confidence

SALES LEADERSHIP SKILLS

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

- Pioneering New Territories
- **Strategic Market Penetration** of large organizations/Fortune 500
- **Sales to Brands, Retailers & Agencies**
- 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

Architected & Led by  
Ron Shulkin

OPENING NEW TERRITORIES / 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*

Architected & Led by  
Ron Shulkin