

MARK L. SNOW

555.987.6543

MARKLSNOW@XMAIL.COM

EXECUTIVE PROFILE

**ACHIEVING *W O W* RESULTS with CREATIVE and ELEGANT SOLUTIONS
for
SUSTAINED COMPETITIVE ADVANTAGE**

Mark Snow is a business and technology leader. He has earned recognition for his contributions to marketing, software development, and management of high-tech start-up operations. Matt approaches problems from an analytical perspective: he collaborates with others to design and implement strategies that create revenue for business partners in several sectors. Core competencies include:

- EXECUTION of STRATEGIC BUSINESS PLANS
- LEADERSHIP and MANAGEMENT of CONSULTANTS and LINE STAFF
 - CHANGE MANAGEMENT and IMPLEMENTATION
 - ENGINEERING and OPERATIONAL MANAGEMENT
 - SOFTWARE DEVELOPMENT and IMPLEMENTATION

A “CHANGE AGENT” IN LOGISTICS AND SOFTWARE, HIGHLIGHTED ACCOMPLISHMENTS INCLUDE:

- Identified new market for an existing logistics management software package in the wire and cable manufacturing industry: realized more than \$1m revenue in one year
- Prime mover behind one of 50 fastest growing companies in Atlanta (2007), as featured in *Inc. Magazine* (General Freight Services)
- Designed and implemented a pluggable web component for major VOIP provider - distributed to big-box retailers
- Transformed labor-intensive call center model for market research company into web-based system - achieved savings of more than \$100K/month
- Architected web site that created “buzz” for Technosource’s Rubiks Revolution products; site won aSnow by American Marketing Association, International Associate of Business Communicators, and Adobe Systems

Mark and his family have relocated to Manhattan to allow him to become one of a select number of evening students enrolled in a joint program through New York University. He is enrolled in the Stern School of Business and the NYU School of Engineering and Applied Sciences; his Masters of Engineering should be complete in 2010. Matt is a graduate of the prestigious Massachusetts Institute of Technology, where he studied finance and graduated with highest honors.

On a personal note, Matt is a bicycle racer and a competitor in triathlons; he has earned a pilot’s license and has served as a mentor with the Big Brother Big Sister of Metro Boston. He hopes to make Manhattan his home.

RÉSUMÉ - ADDENDUM TO PROFILE**ALL THINGS VIRAL (ATV), DIRECTOR OF SOFTWARE SOLUTIONS****2007-2008**

ALL THINGS VIRAL IS AN INTERACTIVE MEDIA SERVICES COMPANY WORKING WITH AGENCIES, CORPORATIONS, AND FORTUNE 500'S TO PRODUCE INTERACTIVE MEDIA TARGETED TO B2B AND B2C MARKET SEGMENTS. AS DIRECTOR OF SOFTWARE SOLUTIONS, WORKED WITH CLIENTS TO DEVELOP SOFTWARE AND IMPLEMENT VIRAL MARKETING STRATEGIES.

Developed highly visible viral web game to raise awareness of UPS' International Paperless Shipping Product <http://www.pressroom.nocanfind.com/web/privacy>

- Designed using PHP, Adobe Flex, and Adobe Flash technologies - distributed virally
- Game featured in *B2B: The Magazine for Marketing Strategists*; example of blog to viral marketing

Configured .net web application for VOIP service, Speechmaker
<http://nomall.speechmaker.biz/>

- Application fully-branded to the look and feel of retailer's web site, e.g. PC Mall, Best Buy, Office Depot
- Promoted integration of web-based marketing strategies of supplier and retailers

Created web-based health assessments and viral tools on behalf of APOP (Association for Pet Obesity Prevention), a nonprofit group of veterinarians

<http://drearieSnow.org/wordpress/>

- Developed an Adobe AIR desktop application to manage data services
- Launched national pet obesity prevention campaign with a segment on the Rachael Ray (NBC) television show

SOFT-FREIGHT CONCEPTS (SFC), LLC, EXECUTIVE VICE PRESIDENT**2000 - 2007**

SFC HAS EXPANDED FROM PROVIDING WAREHOUSING AND DELIVERY SERVICES TO OFFER ON-DEMAND LOGISTICS MANAGEMENT SOFTWARE PACKAGES TO EXTEND VALUE TO ITS CUSTOMERS' FREIGHT MANAGEMENT PROCESSES.

Developed subscription-based software targeted to meet the needs of freight carriers, freight brokers, third-party logistics providers, and shippers.

Spearheaded marketing, software development and management of TFC

EXPONENTIAL TECHNOLOGIES, INC., PARTNER and CONSULTANT**1998 - 2000**

EXPONENTIAL TECHNOLOGIES PROVIDES END-TO-END SOLUTIONS VIA MULTIMEDIA SERVICES, SOFTWARE PROGRAMMING, AND HARDWARE DESIGN, IMPLEMENTATION, AND SUPPORT.

Led development of custom data warehouses in niche market: medical claims processing and adjudication

Significant contribution to identification of business partners, software development, and operations