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TECHNOLOGY & MARKETING EXPERT / MANAGEMENT EXECUTIVE / CONSULTANT 20 years of experience helping organizations grow

Competencies and Results:

Seeking to lead a corporate initiative, or early-stage company in the security, finance or technology sectors:

- ◆ Through innovative leadership has created market-based growth strategies for customers and technologies resulting in hundreds of millions of dollars in increased revenues and investments.
- ◆ As writer, editor and presenter, has built relationships in the marketplace of ideas to help launch corporate initiatives and start-up ventures. Last venture was sold to public company for \$2M.
- ◆ As producer/program manager, has demonstrated ability to conceptualize outcomes, create plans, and lead cross-functional teams achieving marketing, service and business development objectives on time and on budget.

Maxim Communications International, Ltd. **CEO/Managing Director**

05/95 - Present

- ◆ High tech marketing, public relations, and business development consulting firm. Initiatives help clients use new technologies to achieve their business objectives. Projects have encompassed:
 - Consulting with companies to raise angel and Series A venture capital.
 - Strategy, planning & development; positioning and messaging for technology, finance & security.
 - Program development and project management; business analysis and technology integration.
 - Writing and producing highly targeted websites, articles, social media and marketing campaigns,
- ◆ Founded the company in 1995 initially to produce integrated marketing programs with Internet technologies, and grew Maxim to 15-person software firm by 2001. Developed over sixty Web sites and twelve \$100K+ Yahoo!Store e-Commerce sites. Launched over a dozen start-ups; two as founder. Raised \$1M+ in equity/debt financing to commercialize eCommerce instant messaging tool and radiation security technology. Led entrepreneurial programs for CT Technology Council and CT Venture Group. Current focus is on strategy, marketing and business development/early-stage venture capital consulting while seeking good fit for corporate role. Host a monthly event: The Stamford Innovation Economy Luncheon.
- ◆ Clients and projects generating hundreds of millions of dollars in value include: Advanced Fuel Research, Inc.; Assoc. for Corporate Growth, AT&T; Cablevision; CBS Records; Cybershop; Cadbury Schweppes; CT Innovations; CT Technology Council; CT Venture Group; Chesapeake Decision Sciences; Covermark Cosmetics; Cypress Semiconductor; Defentect; IANS; Integrated Marketing International; LeBlanc Communications; Miller Brewing Co. division of Philip Morris; Muddler.com; NYNEX (now Verizon); Paper.com; Rainbow Entertainment; Revelation Helpdesk; Shell Services; Splinternet Holdings, Inc.; Stowe Highlands; Stamford Red Cross; The Stamford Symphony; Total Recall Corp.; US Homeowners Assoc.; Yahoo!Store.

Apple, Inc. **Business Specialist, B2B Sales and Service**

08/10 - 2/12

- ◆ Growing medium and enterprise accounts; determining the best solutions to achieve their goals (Apple products, services, financing mix)
 - Consult with customers to successfully integrate Apple products into their businesses.
 - Develop long-term relationships for Apple in the Fairfield & Westchester County market.
 - Achieve Apple's strategy by opening pipeline for significantly more new business customers through focus on larger deals, more complex transactions and a high level of customer service.
 - Customers in include retail, service, financial services & healthcare clients.
 - Initiated workshop series to educate customers and build market presence.
 - Large volume deals with service and training contracts, terms accounts, and leasing.
 - Current efforts brought several large accounts & over \$250K new business.

Vidiation, LLC and Defentect
VP, Business Development

12/05 – 07/10

- ◆ Founder of high-tech start-up Vidiation, LLC; played integral role in the strategy and development of this radiation security software company that was sold in 2008 for \$2M+ and re-launched as Defentect, a publicly traded company. Retained for 18 months for market and product development. Focused on security, healthcare & health physics industries.
 - As evangelist, drove product and corporate positioning, messaging & brand development.
 - Raised over \$1.5M capital and sourced sale to public company; wrote business plans and slide decks for the equity investors and three federal SBIR grants yielding \$500K.
 - Led product & customer development with high profile customers and partners (Oak Ridge Nat'l Lab, Washington Hospital, MELE Associates, JRT Calibration Services).
 - Established partnerships and alliances – providing informative and engaging meetings and presentations. (US Congress, Dept. of Homeland Security, Beijing Olympic Security Committee; MELE Associates, OnSSI, Total Recall Corp., Health Physics Society).

Vision Associates

02/94 – 05/95

Marketing & Operations Director & Business Intelligence Consultant

- ◆ Managed existing accounts and secured new business opportunities for this start-up consulting firm.
 - Developed marketing and financial decision support systems for F500 clients; including NYNEX and several divisions within IBM.
 - Strategy & implementation of plans to develop new revenue sources for Vision Associates.
 - Led efforts to establish IBM Business Partner status and IBM approved vendor status.
 - Developed marketing collateral; including early use of web and electronic marketing materials.
 - Set up company operations; (i.e. policies, procedures, key man, buy-sell and health insurance, legal contracts, etc.).

Metaphor Corporation / an IBM wholly-owned subsidiary

06/92 – 12/93

Account Executive / Decision Support Systems Consulting

- ◆ On account team that oversaw software sales and professional services to IBM Corporation.
 - Relationship management for company's largest customer (and ultimately owner).
 - Project managed and consulted on over 40 IBM internal decision support systems.

IBM Corporation

08/88 – 06/92

PS/2 Merchandising Field Rep & Program Manager

- ◆ Established computer retail merchandising initiatives on college campuses.
 - Initially hired as business development and training consultant. Established and managed regional PS/2 on-campus bookstore merchandising programs in NY tri-state area and Puerto Rico: i.e., hire and train student sales reps, place advertising, run PC Fairs, negotiate retail display space, etc. Conducted seminars and events to introduce educational technology to students, faculty and staff.
- ◆ Moved to headquarters position after two "back-to-school" merchandising seasons.
 - Joined team that developed and produced field-marketing initiatives for PS/2 Merchandising.
 - Responsibility for assembling disparate databases and producing a new business intelligence reporting system.
 - Two years and \$2.4M invested to build a Metaphor/DB2 data warehouse that integrated eleven data sources and produced monthly sales, program management and field reports.

Education

M.S. Justice and Security, University of Phoenix; May, 2011 3.89 GPA.

B.S. Hospitality Management, Southern Illinois University;

-- Campus Center Events Chairman and Concert Committee Member (Event Management)

IBM: Advanced Business Institute - Financial Management - Financial decision-making for executives

IBM: Advanced Business Institute – Presidents Class: C-Level executive decisions training program

Apple, IBM, and Metaphor: Sales and Project Management Training