

Mark Zimmerman

897-B ADELAIDE STREET WEST, TORONTO, ON M6J3T1

PHONE 647-618-9449 **EMAIL** mark@zims.com

Profile

Technology industry business leader with a proven ability to drive growth in both startup and corporate environments. Leads with vision, passion, openness and a bias for process. Track record of consistently exceeding the expectations of board, management, employees and customers. Exceptional ability to simplify and bring clarity to complex business and technology challenges. Proven ability to attract and motivate top talent to create best in class teams. Strong cross-functional team player able to bridge the gaps between operations, technology, sales and marketing.

Major Achievements

- Developed corporate innovation and growth process for Bell Canada Enterprises. Created and oversaw implementation of new business ventures in home security, online real estate and targeted advertising.
- Developed and executed sales and marketing plan for Nextair a wireless software company. Secured initial marquee customers including Bell Canada, Enbridge Gas, Onyx Environmental and Getronics. Company successfully sold to strategic buyer.
- Grew business Internet and e-business revenues for AT&T Canada by 25% annually for three consecutive years, roughly twice the market average, despite slower business spending, a challenging competitive environment and uncertainty over AT&T Canada's future.
- Created and managed Advanced Internet Solutions consultative selling team for AT&T Canada. Team was instrumental in more than 50% of total company Internet and e-business sales in its first year of operation.
- Managed growth of Netcom Canada sales team from four to more than twenty-five while increasing average new revenue per sales rep each quarter.

Experience

BELL CANADA ENTERPRISES

2005-2008

VICE PRESIDENT, NEW VENTURES

Key member of team that created and secured CEO approval for a corporate innovation and venturing process. Identified, wrote business plans for, developed and launched new ventures in home security, online real estate and targeted advertising.

NEXTAIR INC.

2003-2004

VICE PRESIDENT, SALES/MARKETING

Created the sales and marketing plan for the turn around of a wireless software company focused on mobilizing corporate back office applications. Rationalized, repositioned, re-branded and re-launched product suite. Secured key customers including Bell Canada, Onyx Environmental, Getronics and Enbridge securing reference rollouts in key vertical markets. Managed Canadian, US and UK direct and indirect sales channels.

AT&T CANADA**1999-2003****PRODUCT DIRECTOR, INTERNET & INFRASTRUCTURE MANAGEMENT**

Managed the high growth hosting, security, managed network services and Internet access product portfolios, with annual revenues of >\$150M. Developed and launched a wide range of successful products including managed hosting, managed security and virtual private networking services. Responsible for all aspects of the product life-cycle including market development, sales strategy, pricing, product development & sun setting.

DIRECTOR, ADVANCED INTERNET SOLUTIONS

Created the Advanced Internet Solutions consultative selling and solution development team with the mandate to address the complex Internet & e-business needs of the FP 500 and the Canadian divisions of the Fortune 500 through customer specific solutions. Team accounted for more than 50% of new Internet & e-business sales in its first year of operation. Selected by peers for AT&T Canada President's Club.

NETCOM CANADA**1997-1999****SALES MANAGER, BUSINESS SERVICES**

Created and managed the business-to-business sales channels of Netcom Canada, which had previously been exclusively focused on the consumer market. Grew the sales organization from four to twenty-five while increasing average sales representative performance and consistently exceeding sales and revenue plans every quarter.

NETWORK CONNECTION**1996-1997****MARKETING DIRECTOR**

Planned and implemented the creation of Connection.ca, the Internet services division of Network Connection, a value-added computer reseller. Built business from concept to profitability in seven months.

EQUITY RETIREMENT SAVINGS SYSTEM**1994-1996****MARKET ANALYST**

Developed and presented business cases and risk/return models for a loyalty marketing initiative that eliminated much of the subjectivity traditionally associated with these decisions and was instrumental in securing the participation of category leading partners for the program. Created the revenue projections and offering memorandum financial models to attract venture capital financing for the company.

PROMOLINK MARKETING**1992-1994****ACCOUNT MANAGER**

Developed successful sales promotion and marketing initiatives for a diverse range of clients including Stentor, Hershey, Chrysler and Canon. Programs consistently exceeded client marketing objectives, in several cases by more than 100%

References

Available upon request.