

ARTHUR H. FRIEDMAN

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HIGH TECHNOLOGY BUSINESS DEVELOPMENT & SOLUTION SALES EXECUTIVE

**Customer Relations • Strategic Analysis & Planning • New Market Development • VARs
Sales Channel Growth • Organizational Development • Contract Negotiation • Client Retention
High-Impact Presentations • Reseller Channel Design & Development • Productivity Improvement**

- ❑ Experienced sales management strategist valued for driving multimillion-dollar sales growth, while providing award-winning leadership in the highly competitive digital media marketplace – achieved more than 100% of quota for the past six years.
- ❑ Strong driver of company revenue growth and improved sales team performance – built a TECHCHRON SECURITY consultative sales force that increased revenue by \$5MM in two years.
- ❑ Recognized as an organization builder, mentor, motivator and coach – turned underperforming FASTCLIK business units delivering less than 70% of target to top achievers at a sustained 100%.

EXPERIENCE

FASTCLIK TECHNOLOGIES, Beverly, MA

2000 – Present

World leader in digital media creation tools for film, video, audio, animation, games, and broadcast professionals, as well as for home video and home audio enthusiasts.

Vice President of Sales Operations, 2005 - Present

Manage all aspects of a \$282MM/year sales organization with complete P&L responsibility, including a reseller network of over 100 companies and a direct sales force of over 50 professionals. Gained promotion to Vice President in less than 5 years, fastest in the company's history.

- Exceeded 100% of annual sales quota for five consecutive years.
- Created a new channel that targeted a previously un-tapped vertical market; generated more than \$3MM/year in incremental revenue.
- Managed increased revenue responsibilities from a \$20MM to a \$280MM annual quota.
- Developed strong, sustainable business relationships with VAR partners and clients:
 - Increased contribution margin percentage by 2 points within one year;
 - Implemented a new management training program that built an internal 'eco-system' for promotions;
 - Integrated the combined sales force from two large company acquisitions;
 - Created a new sales organization that increased productivity by 20%;
 - Built a new reseller program and channel that increased sales coverage two-fold; and
 - Played an integral role in negotiating several \$10MM+ contracts with major broadcast networks such as NBC, CBS, ABC/DISNEY and TURNER BROADCASTING.

Director, Sales Operations - Eastern US, Latin America, and US Government, 2002 - 2005

Oversaw a \$60MM/year business, with full P&L. Managed a reseller network of 20 companies and a direct sales force of 20 professionals.

- Increased Latin American sales 200% over two years.
- Originated a channel to complement direct sales efforts by selling to the US government; increased sales 50% YOY.

Regional Manager, 2001 - 2002

Directed the total \$30MM/year operation, with full P&L. Supervised a reseller network of 10 companies and a direct sales force of 10 professionals.

- Turned around the under-performing Southeast Region – built it into a top producing BU that delivered 136% of quota in 2001:
 - Hired two new resellers in place of a long-time poor performer; and
 - Built a new direct sales organization focused on key strategic accounts.

Channel Sales Manager - US Midwest, 2000 - 2001

- Built and managed a five-company Midwest reseller channel; produced \$10MM in revenue.

TECHCHRON SECURITY INC., Decatur, IL

1993 – 2000

Value-added consultative reseller in the emergent professional digital media marketplace, with 15 employees and over \$6mm in annual revenue.

Vice President of Sales

Held total business responsibility, including building and managing the sales, service, and support organizations.

- Grew annual sales from \$1MM to \$6MM over four years:
 - Grew represented product lines and developed strong, sustained vendor relationships;
 - Led the transition from computer reseller to professional consultative sales organization and took the company from the verge of bankruptcy to profitability in one year;
 - Built a world-class sales and support organization that competed successfully against much larger companies;
 - Closed two \$1MM+ contracts that were ‘owned’ by competitors five times the size; and
 - Negotiated distribution agreements with 6 industry leading manufacturers.

ALTON GLOBAL/CHICHI’S RESTAURANTS, Plano, TX

1988 – 1993

Premier global casual dining restaurant company, with over 1,500 restaurants worldwide, 100,000 employees and system-wide sales approaching \$4 billion annually.

Managing Partner, 1989 - 1993

Supervised all restaurant operations for several \$5MM+/year locations.

- Maintained consistent employee turnover rate of less than 15%, which is outstanding for the industry.
- Received General Manager of the Year Award two years in a row:
 - Increased seating counts average of 20% each year;
 - Reduced food costs by average of 4% each year;
 - Maintained less than 15% employee turnover rate; and
 - Received highest number of positive “customer shopper” reports each year.
- Met or exceeded all performance expectations during every year of tenure:
 - Exceeded all quarterly P&L measurements including:
 - Food cost percentage;
 - Customer seat count; and
 - Revenue quota.

Manager, 1988 - 1989**EDUCATION**

B.S., General Business Administration, University of New Mexico, Santa Fe, NM

1986