

2650 Danford Way,
Geneva, IL 60134

630-262-9010
tweidner@sbcglobal.net

Thomas Weidner

Summary Effective cross-functional marketing team leader, skilled negotiator, resourceful marketing researcher, certified project manager, adept competitor and statistical data mining analyst, competent process efficiency engineer, creative collateral innovator, artistic web designer, meticulous quality content manager, thorough HTML/Flash/Photoshop/MySQL/PHP/Search Engine expert, and energetic strategic planning facilitator.

Experience

CEO – BusiMed (8/04 - Current) Chicago, IL

- Launch new business targeted at serving business to consumer market
- Develop and launch focused Marketing campaigns
- Provide Search Engine Optimization & Data Mining Expertise
- Build and manage client website and marketing efforts
- Provide Quarterly Marketing Traffic and Competitor Analysis Reports

VP - Bus. Dev. – Center for Human Reproduction (4/03-8/04) Chicago, IL

- Launched and managed quarterly newsletter
- Developed and launched Segment Marketing campaigns
- Managed Quarterly Grand Round event attendance
- Managed Egg Donor, Recipient Matching Programs
- Launched 2 Business Entities, 2 new Practice Locations
- Doubled Monthly New Patients Registrations
- Supervised multi-location Marketing and IT staff

Marketing Director – Third Coast Network (8/02-4/03) Chicago, IL

- Launched and manage monthly newsletter for ISP Customer Base
- Developed and launched Spam/Virus Protection and SEO Campaigns
- Manage internal and customer Search Engine Optimization Programs
- Built internal and customer static and dynamic websites

Marketing Director – Clickit Marketing (7/01-8/02) Batavia, IL

- Launched web design, newsletter, content management business
- Built web pages, integrated catalog database, shopping capabilities
- Conducted marketing campaigns to increase website hits
- Built web resource alliances to expand business capabilities

Marketing Communications Mgr. – Lucent/Bell Labs (1998-7/01) Lisle, IL

- Managed lucent.com customer/distributor/sales portal product content
- Helped team increase web sales to \$1 Billion
- Facilitated portal/intranet strategy development/managed 9 webmasters
- Managed Corporate Interactive Daily Market Watch Newsletter

Business Development Mgr. – Lucent Technologies (1997-1998) Lisle, IL

- Facilitated product/market/R&D teams' strategic development sessions
- Built requirements for web based strategy development tool
- Developed cross business switching total addressable market forecast
- Conducted International strategic marketing penetration sessions

Senior Product Manager – AT&T-NS (1994-1997) Naperville, IL

- Managed/Expanded IN Service Node Offer / Voice Activated Dialing
- Chaired AT&T Intelligent Network Sales Training Seminars
- Built Unified Messaging/Remote Access Server Business Cases

Account Executive – AT&T-NS (1988-1994) Rolling Meadows, IL

- Expanded Ameritech Major Account Centrex Sales
- Received Excellence in Sales Awards for reaching 125% sales goals
- Launched new products including Account Match/Software Express

Marketing Manager – AT&T (1983-1988) Holmdel, NJ

- Developed/Launched independent telephone penetration strategy
- Designed statistical forecasting models/segmentation/ training programs
- Conducted primary marketing research and focus group sessions
- Managed telemarketing marketing research team

Education

Northwestern University, IL,	M.S. Communications	1996
University of Bridgeport, CT	M.B.A., Marketing	1982
University of Pennsylvania, PA	Marketing	1979
LaSalle University, PA	B.A., English	1973

Web Design

Sample Web Sites:

- <http://www.lucent.com>
- <http://www.menopauseresearchinstitute.com/>
- <http://www.reproductivegenetics.com>
- <http://www.centerforhumanreprod.com>
- <http://www.seriousinternet.com>
- <http://www.eppcorp.com>
- <http://www.whitehalljewellers.com/>
- <http://www.donquixoteclub.com>

Skills

Publishing Interactive HTML Newsletters
Search Engine Optimization Expert
XML, HTML, Cold Fusion, Flash, Javascript, ASP, MySql, PHP, Quark,

Strengths

- Developing & Managing Internet Resources
- Facilitating Strategy Development Sessions
- Conducting Sales Training Seminars, Trade Shows
- Implementing Market Penetration Strategies and Tactics
- Launching new products and services
- Exceeding Sales Goals
- Managing Product Development Cycles
- Building Aligned Internal, Partner and Vendor Teams
- Developing Useful Competitive and Segment Analysis
- Negotiating complex contracts and special terms
- Providing customer service and retention management