

SAMUEL J. DUFTON

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PRESIDENT AND CHIEF EXECUTIVE OFFICER

Technology ▪ Consulting Services ▪ Insurance

PROFILE

Senior operating and management executive with strong domestic and international P&L management experience and a proven track record of driving market share, revenue and profit growth. Strategically-focused with exceptional leadership skills. Effective at building high-performance teams and leading change in competitive business environments.

Highlights include:

Business Turnaround and Culture Change: Transformed a technology-focused organization into a high performance, customer-oriented company.

Revenue and Profit Growth: Achieved compound annual revenue growth of 33% over last two years.

International Business Development: Led significant growth in international markets – from 32% of business in 2001, to 73% in 2003.

Strategic Product Development: Led expansion from single, regional product offering into a multi-language, multi-platform suite of software solutions.

Customer Service: Established standardized project management methodologies to ensure exceptional and consistent standards of delivery to customers.

PROFESSIONAL EXPERIENCE

INSURANCE DATA SOLUTIONS, Los Angeles, CA

1997 – Present

Leading provider of software solutions and consulting services for the global insurance industry.

President & CEO, Member of Board of Directors

Senior operating executive with full strategic planning and P&L management responsibility for \$650M division of \$21.5B global corporation. Provide strategic leadership to a team of 2,000+ located in seven divisions: Europe, Canada, US, Latin America, the Caribbean, Japan and Australia. Reported to parent company CEO.

Challenge: Recruited to lead transformation of established company whose sales results had fallen behind expectations. Initially faced strong resistance from management team and employees who had become comfortable with the status quo. Successfully established strategic vision and strategy, and led a complete turnaround in both business results and company culture.

Selected Accomplishments:

- Led the company to revenue milestone of \$650 million for the first time in its 20 year history. This represented a year-on-year increase of 41%.
- Increased net profit by 37% in 2001 and 56% in 2002. On track for a similar jump in 2003.
- Streamlined project management and other internal processes thereby reducing the strain on resources and significantly improving customer service. (All current customers have agreed to act as references, which is a first in the company's history.)
- Conceived and developed supplemental revenue streams including referrals, repeat business and multi-channel sales and marketing initiatives. Incremental revenue recently reached \$25 million.
- Expanded company's product offering from a single, regional product offering into a multi-language, multi-platform suite of software solutions currently sold in 17 countries.

GENESIS SYSTEMS Inc. San Diego, CA

1990 – 1997

Leading developer of software and solutions in the wireless data communications industry

Chief Operating Officer (1995 – 1997)

SVP, Sales and Marketing (1990 – 1995)

Recruited to lead sales and marketing organization during time of enormous change as this \$400 million company developed software products for launch into new markets. Promoted within five years to lead team of 600+ in Sales, Marketing, Operations, Finance and Human Resources. Reported directly to CEO.

Challenge: To lead a huge corporate change to support sales to a new industry. Initially this meant changing the sales and marketing strategies in order to successfully penetrate the new markets. The promotion to COO enabled a broadening of the change effort to encompass all aspects of business operation.

Selected Accomplishments:

- Developed segmentation, targeting and positioning strategy for new products in 30 days.
- Recruited, selected and trained new sales staff and implemented new customer-focused strategy within 60 days.
- Achieved 80% year-over-year sales growth and added \$20M in new products through focused, aggressive contact strategy and new sales coverage model.
- Improved conversion rate by 187% within first year and by 250% within three years.

SPERLING SOFTWARE INC

1987 – 1990

Developer of productivity software for Fortune 1000 companies.

VP, Sales and Marketing

Turned around under-performing division by instilling new vision in international sales and marketing team of 30. Restructured department, replacing under performers and implemented strategies to build top-line revenue while enhancing bottom-line results.

Challenge: Sales and Marketing department had been without executive leadership for over a year and had lost their sense of purpose and direction. Corporate sales had decreased year-on-year for two years in a row.

Selected Accomplishments:

- Raised conversion rate from 16% (industry average) to 43% after analyzing market, identifying customer needs and developing process to qualify customers.
- Hired new team, developed strategic planning process and negotiated alliances with prominent industry figures to develop referral business.
- Exceeded corporate sales goal by 183% in first year.

EARLY CAREER:

Director Marketing, EDT Solutions (1985 – 1987)

Manager, Sales and Marketing, Sysis Inc. (1982 – 1985)

EDUCATION

MBA Finance, UCLA, Los Angeles, LA

BA, FAIRFIELD UNIVERSITY, Fairfield, CT