

Michael D. Maguire

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SALES & MARKETING EXECUTIVE – DATA QUALITY SOFTWARE SAAS / DIRECT MARKETING / LOGISTICS/ DIGITAL PRINTING
Expertise in leading Business Development / Sales & Sales Training / Product Brand Development

Executive Profile

Market Development
New Product Launches
Sales Team Development
F1000 Account Management

Distributor Development
Trade Show Marketing
Corporate Spokesperson
Award Winning Sales Training

CAREER SIGNATURE FOR achieving corporate growth goals via integration of marketing strategy with sales tactics. A true combination of sales professional and corporate marketing leader. Unique ability to consistently lead rapid market expansion outmaneuvering major competitors and reclaiming lost accounts and markets. Seeking a leadership role in business development, sales, and marketing leadership.

Featured Accomplishments

Business development data quality software sales: 100%+ 48 consecutive months
Recognized speaker, spokesman, and presenter – National Postal Forum & Direct Marketing Association
50+ nationally published articles on the topics of marketing strategy, address quality & mailing efficiencies
Creator of the market's definitive data quality sales training course – Addressing Specialist Certification

Professional Experience

Memjet Office, San Diego CA - Boise ID

12/2013 - 08/2014

Business Development Manager North America – Digital Color Printing

Marketed a new, disruptive digital color ink jet printing technology through an international distribution and dealer network. Built market position by locating, developing, defining, and closing business relationships at the user, dealer, and distributor levels. Re-engaged inactive and dormant dealer accounts and recommended optimum inventory levels. Presented effective and cost-saving selling models for MPS managed print services and related document management providers. Advised dealer principles and field salespeople of market trends, opportunities, best practices and the current selling environment to gain competitive advantage and increase market share. Additional activities include one-on-one training and in-field sales efforts with local sales staff and management. Provided national and regional trade show support and presentation.

Neopost USA, Milford CT

08/2009 – 08/2013

Business Development Manager – Data Quality Software SAAS & Digital Printing Hardware

Deploy every aspect of field sales support to branch and dealer distribution channels for data quality/mail management software, SaaS, and digital color ink-jet printing. Proactive activities include one-on-one training and in-field sales efforts with local sales staff and management. Advise field sales teams in product prescription, strategy formulation, and competitive advantage. Provide trade show support and speaker bureau services for regional events. Create sales training and promotional programs as well as directing new product field introductions.

▪ **Select Achievements:**

- Achieved national Data Quality/Mail Management software sales targets 100%+ for 48 consecutive months.
- Key player on “mColor” Color Management and RIP software product design, testing, training, and distribution. Introduction dramatically increased digital printer sales and proved to be most successful software introduction in the history of the Digital Print/Addressing Group.

Product Marketing Director – Data Quality Software SAAS & Digital Printing Hardware

Directed product marketing initiatives for addressing technology product category for professional and corporate mailers. Created sales promotion programs and directed new product development and deployment.

- Coordinated the procurement, branding, distribution, and marketing of high tech printing/ mailing systems from the idea stage to delivery to the customer of completed product through two operating companies and two distribution channels.
- Part of a worldwide development team to create, test, and successfully bring to market direct mail addressing technology.
- Select Achievements:
 - “Top Performer” Product Marketing Director in 2008 achieving 137% to budget.
 - Created and implemented “Addressing Sales Certification” sales training class. Participants increased personal address technology sales by more than 100%.
 - Successfully launched high-end, production ink-jet marking and addressing hardware & software systems.

Director of Sales and Marketing - Address Data Quality & Direct Marketing Software

Tenure showcases ability to spot and quickly develop niche market opportunities often overlooked by software providers. Core products: Data quality, mail management, and address correction software solutions. Direct reports: 4.

- Conceived of and created one uniform corporate image – assuring continuity in all product and corporate branding.
- Initiated and developed vital corporate partnerships with specialized software OEMs.
- Pioneered formal sales training programs, which are now corporate standards and key to sales growth.
- Select Achievements:
 - Grew software renewal rates from 78% to over 91% per annum – the best in the industry.
 - Led yearly sales increases of approximately 15%, well ahead of data quality software industry norms.

Education: Michigan State University. East Lansing, MI Master of Business Administration - **MBA**, Marketing
Ferris State University. Grand Rapids, MI Bachelor of Science - **BS**, Public Relations, Brand Image

Awards: Neopost Marketing Excellence Award, Neopost Product Manager of the Year 2 Years, United States Postal Service Educator of the Year, Rena District Manager of the Year, Detroit Postal Customer Council Contribution Award, Portland Postal Customer Council Recognition Award

Training: Sandler Sales Institute, United States Postal Service Certified Addressing Specialist, Certified Mail Piece Quality Control Specialist (MQC), and Certified Postal Mail Management Specialist.

“There are few people in our industry that understand the very complicated world that is commonly referred to as data and address quality, fewer still that have the ability to communicate this to others effectively. Michael is a top notch communicator and is consistently rated best in show. He is a sales professional that combines charisma and marketing insight to drive brand awareness while empowering his charges to become the Mail Champions in their own organizations. Michael is the tireless professional that pours his soul into everything he does and leads those around him to perform at the top of their game.” – Gordon S. Glazer CMDSM, CMDSS, MDP, MDC – President, Mail Consulting Division: Shipware LLC: San Diego, California