

KEITH BEDSOLE

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SENIOR TECHNOLOGY SALES EXECUTIVE

Growth Strategies ▪ Change Management ▪ Leadership & Consensus Building

Accomplished and visionary, with proven ability to drive operational improvements, spearhead global operations strategy, and transform IT organizations through use of emerging technologies. Strengths in:

- *Investor Relations*
- *Mergers & Acquisitions*
- *Mission Fulfillment*
- *Strategic Alliances*
- *P&L Responsibility*
- *Cross-Functional Teams*
- *Program Management*
- *Startup Operations*
- *E-Commerce Strategy*
- *Product Launch/Branding*
- *Financial Profile Analysis*
- *Turnaround Situations*

Progressive leader recognized for building key partnerships, as well as promotion of constructive changes to achieve internal synergy and high levels of performance.

CAREER & PERFORMANCE SUMMARY

KB & ASSOCIATES, Huntsville, AL

2002–Present

President & Chief Consultant

Execute startup, growth, and merger/acquisition strategies within IT consulting, interim executive management, and private equity consulting corporation. Serve as business development subject matter expert charged with offering customized solutions based on market conditions and strategic business models. Evaluate distribution channels and potential for private equity investments as part of comprehensive assessments. Coordinate group and individual angel investor meetings.

- Achieved realization of **corporate goal to serve Federal/DoD market, facilitating \$2.5M R&D project contract**, patent application, product branding, and pending trademark. **Secured DoD pilot program contracts for 1,000 copies, plus letters of intent for 500,000 Air Force orders.**
- Developed private equity-funding commitments and **\$30M-plus sales pipeline as interim COO and subsequent interim CEO of commercial subsidiary.**
- **Attained \$4.6M in funding plus projected \$10M for products integration firm** through operations analysis and construction of business plan with 10-year historical and five-year future views.

WORLD RESPONSE GROUP, INC., Huntsville, AL

2001–2002

President and Cofounder

Directed market strategy, sales channel, and business infrastructure development, assuming full P&L responsibility and oversight of \$1.5M budget for decontaminant, fertilizer, and oil spill remediation product lines. Took lead role in articulating company direction, developing vision and strategic direction.

- **Diversified product offerings to position company for acquisition**, acquiring patent for product to focus on beginning-stage industry sales channel, relocating headquarters, and designing corporate structure/management plan to facilitate acquisition campaign.
- Saved company from potential bankruptcy, **altering sales strategy from direct to reseller to raise \$500K with \$1.5M commitments during single round of funding.** Briefed angel investors after creating financial model, business plan, and private placement memorandum.

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NSTG, INC., Phoenix, AZ

1997–2001

Managing Director and Founder

Served in dual role to facilitate client acquisition and supply IT expertise for corporate delivery of integrated e-business strategy at large-scale technology services company. Grew business by promoting consultative information technology and management services for commercial/government applications.

Directed systems management, process reengineering for complex environments, issue resolution, and quality measurement. Clarified client and internal customer needs, transforming comprehensive technology concepts into viable solutions.

- **Attained first positive revenue for Dell Professional Services, growing more than 1,000% to \$1.7M and increasing billable hours to 90% from 10%** by developing internal marketing and effective tools to educate sales team. **Developed subcontract partnerships with KPMG, IBM, and Schlumberger.**
- **Increased revenue 25%+ within 18 months** through implementation of sales force automation tools.
- **Raised computer resource and network availability to 99.99%**, establishing change management process and technical/project management changes **with nine-month return on \$2B investment.**
- **Won \$100M of Navy/Air Force contracts** through development of multifunctional project teams.

MICROAGE, INC., Tempe, AZ

1996–1997

Vice President, Information Technology Services

Recruited to lead 150-member team tasked with supporting \$23M, 24/7 data center operations. Produced revenue gains, conceiving and delivering strategic plans for marketing and technology deployment.

- **Cut annual IT expenses by \$4M, reduced turnover, and increased sales by \$1.5B**, reorganizing staff, procedures, and infrastructure to fix frequent outages and negative IT reputation.
- **Raised revenue more than \$1.6B** by convincing CEO to build e-commerce system to enhance online sales.

ENTERPRISE INFORMATION SERVICES, INC., Atlanta, GA

1994–1996

Managing Consultant

Selected as IT turnaround specialist for Fortune 500 provider of information services throughout the US and other countries. Marketed consultative service offerings and met business development goals as subject matter expert. Oversaw 150-member teams comprised of directors, managers, and IT personnel.

- **Achieved estimated \$1.5M savings for First Interstate Bank 13-state network**, managing rebuild to provide updated system metrics and feasible timeframe for proactive measures to correct defects. **Completed acquisition by Wells Fargo**, winning contract and creating program management plan.
- Accomplished nine-month, seamless migration to all-new mainframe, operation system, and application to **increase projected revenue by more than \$3M per quarter.**

Additional Experience includes Manager, Network Services at VF ITS, Inc., Greensboro, NC and Manager, Information Services at SCI Systems, Inc., Huntsville, AL

EDUCATION & CREDENTIALS

Master of Business Administration (MBA) ♦ 3.8 GPA ♦ CONCORDIA UNIVERSITY, St. Johns, VI

Bachelor of Science in Computer Science ♦ CONCORDIA UNIVERSITY, St. Johns, VI

Professional Affiliations:

Board of Governors, The Heritage Club

Member, North Alabama International Trade Association

Member, Huntsville-Madison County Chamber of Commerce