

Mark S. Cook

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Marketing Executive with C-Level Success and Passion for Small to Mid-Size, B2B Firms

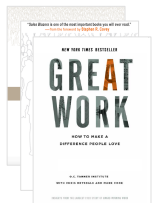
Innovation • Turnaround CEO • New Venture Exits • Ecommerce • Media Ads • Digital • Consumer • B2B Sales

Experience

Director and Marketing Executive, O.C. Tanner Institute (3/04-Present)

Cofounded leadership and insight marketing arm of online and b-b award firm

- Developed sales collateral, website, digital, launch, and other marketing
- Created branding, marketing videos, articles, ads, books, and speech assets
- Led the two top-growth sales teams of 17 associates to \$19 million
- Led *Seven Continents* study: 20 types of leadership from 7 countries
- Created *Great Work* innovation lab and coauthored its companion *New York Times* bestseller after a study of 10,000 award-winning projects
- Coached 1,200 improvements at: Dow Chemical, GE, Oracle, U.S. Bank, Biomet, Autoliv, Bank of America, Intermountain Health, and 40 other firms
- Author of Amazon bestseller, *Sales Blazers*, a study of 300 top sales leaders



Vice President of Marketing, C7 (11/99-3/04)

Recruited by Novell founder, Ray Noorda, for SAAS and hosting startup

- Created system-management SAAS and \$16 million datacenter with bank-grade security and sonet-ring access, securing \$40 million in investments
- Created ProfitCenter, PilotCenter, and Vintela brands and related services
- Marketed C7 brands through channel sales, PR, advertising, tradeshow, and by leading sales team to a run rate of \$10 million in first three years
- Marketed three successful exits for investors valued at \$126 million



CEO and President, Cumulus Information Systems (2/99-11/99)

Recruited by investors to turnaround software and outsource firm

- Closed \$2 million in contracts in six months and built effective sales team
- Strengthened collections process and re-engaged teams in new vision
- Managed \$10 million operations of marketing, software service, packaging, fulfillment, customer service, and technical support outsourcing
- Served: Microsoft, Motorola, Symantec, Iomega, Icon Sports and others
- Located and facilitated several-million-dollar exit for owners



Director of Marketing, FranklinCovey (9/89-3/99)

Mentored by Stephen Covey at \$500 million product and training firm

- Led ecommerce channels, taking sales from flat \$50,000 per month for over a year to \$700,000 a month in four months to \$16 million annually
- Expanded retail channel to 117 record-setting stores and 2,500 point distribution with revenues of \$110 million, leading: location analysis, lease negotiation, service training, advertising, grand openings, and all marketing
- Led catalog marketing with \$125 million revenues, including 15 million US catalogs and 13 international editions
- Created *Priorities* magazine with 110,000 readers, \$2 million revenue in 2 years, interviewed Larry King, Walter Payton, Elizabeth Dole, Jehan Sadat, Arnold Palmer, Dr. Laura, Carl Lewis, Herb Kelleher, and Ken Griffey Jr.
- Sold advertising to: Marriott, Disney, Palm, Delta Airlines, and others



Leadership Expertise

Teams

- Restructured Cumulus teams of 200 sales, marketing, and operations people
- Built C7 teams, including 160 top engineering, sales, marketing, and operations people
- Led 30 sales and marketing professionals at FranklinCovey and O.C. Tanner
- Mentored 1,200 innovations globally

Mentorship

- Mentored by Stephen Covey on effective leadership habits and marketing strategy
- Taught to lead by billionaire & Novell founder, Ray Noorda, in tech-ecosystem
- Mastered Obert Tanner's philosophies at his firm, a *Fortune Best Places to Work*

Studies

- *Seven Continents*, global leadership finds
- *Great Work* (McGraw-Hill), the five most impactful tactics for leading innovation
- *Sales Blazers* (McGraw-Hill), top growth leadership within Oracle, Microsoft, etc.
- *Leading Client Growth*, study of client growth strategies from top salespeople

Strategy

- Revenue: Target 9 cardinal sales drivers and client-product matrices
- Expense: Focus on combination of contribution margin and demand
- Balance sheet and cash flow: Credit prospecting and client awards

Education

- Adjunct professor, Entrepreneurial Leadership, University of Utah (2014)
- Visiting professor, Entrepreneurial Leadership, BYU (2013)
- Creativity Certificate, Stanford (2012)
- M.B.A. with emphasis in marketing leadership, University of Utah (1995)
- B.S. Marketing with emphasis in leadership, University of Utah (1992)
- Sigma Chi Fraternity, Beta Epsilon

Community and Personal

- Father of five boys with Annika
- Three-time Ironman triathlete
- Fundraiser, Youth Making a Difference
- Team processing, US Olympic Team
- Scoutmaster/Eagle, BSA
- Youth football coach, Ute Conference
- Gubernatorial campaigns, Utah
- Volunteer, Special Olympics
- Fundraiser, Big Brothers of America
- Swedish-speaking volunteer, Sweden
- National-champion Highland Rugby team

Accolades

“Mark is a proven business builder...Mark can be trusted and has always been focused on improving humanity, not just business.”

–Stephen R. Covey

“Mark is a natural leader. He drew people into a vision, turned revenue around, and led an exit valued at several million dollars.”

–Drew Judkins, co-owner, Cumulus

“It was Mark's heavy lifting on primary and secondary research that uncovered and defined the five difference-making skills... the ideas that became *Great Work*.”

–David Sturt, Author, *Great Work*

“Mark balances a critical eye with positive energy. He builds top teams and no one sizes up essentials and people better.”

–Kelly Phillipps, Founding CEO, C7