

Robert E. Arnold

2101 Germantown McKinney, TX 75070 • bob@cofihaus.com • H: 214-504-2043 • C: 214-504-4900

Senior Business Development & Alliance Strategy Executive

Building Strategic Alliances • Channel Partnerships • Executive Level Relationships for Start-ups and Fortune 500 Technology Companies

High Energy Executive with expertise in identifying key markets, customers, partners and vendors resulting in strategic alliances and increased revenue sources. Career highlighted by rapid advancement and key achievements in multiple sectors- i.e., Technology, Financial, Healthcare, Manufacturing, Oil & Gas, and Government.

Alliance Strategy & Revenue Expansion
Strategic Planning & Business Development
Executive Presentations & Negotiations

Executive Relationship Management
Multi-Channel (Mass, Direct, E-Commerce) Marketer
International & Domestic Market Expansion

PROFESSIONAL EXPERIENCE

Cofi Haus
Owner

McKinney Texas
January 2006-Present

- Started Cofi Haus as a new solution to an old problem for the virtual business person. The Cofi Haus concept was to be the first of its kind to provide full voice, data and video integration for business people, attorneys, and others who need the ability to meet and conduct business in a business friendly environment. Due to the down turn in the economy it has created the need for me to reenter the area of business I had previously occupied.

BABCO
Principal, Business Development

Plano, TX
January 2002 – 2006

- Provide customized business development and brand recognition strategies for multiple companies – (early start-ups to well-established business) – to expand revenue and establish executive relationships.
Clients include:
- Carnegie Software (www.carnegiesoftware.com):** An early stage start-up company delivering software products focusing on enterprise capital, operational investment risk and value.
- Proxima Technology (www.proximatechnology.com):** A privately funded company, with revenues of \$8-10 M, providing solutions to help organizations understand and improve business value of IT by embracing Six Sigma and ITIL Standards. Proxima's target market encompasses SLA/SLM sector.
- Intelliun (www.intelliun.com):** An early stage start-up company designing software solutions to facilitate end-to-end application development using only visual models without a single line of Java code to produce highly scalable n-tier applications.

EPRISE
Manager, Strategic Accounts

Plano, TX
January- August 2001

- Established market presence and sales in four-state area targeting Fortune 500 accounts. Devised and mentored alliance strategy with other Best of Breed solution and application providers.
- Major wins included selection as EDS Standard Content Management supplier and launching executive level marketing and sales initiatives with Chief Technologist of Sun Microsystems and BEA Systems.

GO Figure Technology
Vice President, Business Development

Plano, TX
June – December 2000

- Conducted negotiations with Best of Breed E-Commerce Solution providers- i.e., Purchase Pro, Commerce One, Ariba, 12, STC (Seebeyond), PSI NET, Cap Gemini Ernst & Young, Manugistics, EMC, and Sales Logics – to build global ASP environment providing customers with a total Best of Breed end-to-end E-Commerce solution.
- Targeted upper mid tier market of distributors, wholesale distributors, and manufacturers. Utilized ASP data centers located in Dallas, Latin America, Europe, and the Pacific Rim.

Max Internet Communications (*early stage start-up*)
Vice-President of Strategic Accounts

Plano, TX
January – June 2000

- Developed sales strategies and marketing programs for converged media- (voice, video, and data) – targeting Fortune 1000 companies. Spearheaded Strategic Alliances with large ISP's, ASP's, and Systems Integrators.
- Initiated strategic alliance discussions with major internet providers – Worldcom, SBC, Global Crossings, PSI Net, AOL, Sprint, and Enron.
- Tasked with identifying corporation or investment group interested in acquiring Max Internet. Orchestrated discussions with senior management at Motorola (General Instruments), Scientific Atlanta, Cisco, and Liberate.

Olicom Inc.
Vice President

Plano, TX
January 1994 –December 1999

- **Vice President of National Accounts:** Established executive contacts and sales opportunities with large system integrators and consulting companies. Supported sales team with Fortune 100 accounts.
- **Vice President of Government Programs:** Targeted and built relationships within State, Local, and Federal Government sector. Increased State and Local revenues by 400% with Federal sector as the largest vertical segment. Government market generated 37% of Olicom's revenues. Achieved highest sales quota of 164% (1998).
- **Director, Reseller Sales:** Designed and launched sales programs targeting large consulting and system/integration firms, in conjunction with supporting their sales efforts with large end-user accounts. Key account wins included IBM, AT&T (NCR), ODS, Dell, Anderson Consulting, Price Waterhouse, Navy PCLAN+, Navy SPARS, and NIH. Consistently exceeded sales quotas- 166% (1995) and 142% (1996).
- **EDS Global Account Manager:** Created sales and marketing plan for EDS and network products. Increased revenues from \$425K per year to over \$3.6M- establishing a 90% market share with EDS. Exceeded quotas. In 1999, Olicom operating units were sold to Madge, Cabletron, and Intel.

AST Computer
EDS National Account Manager

Plano, TX
November 1992 – January 1994

- Expanded revenues from \$3.2M per quarter to over \$90M annually. Key contributions included instituting AST's technologies as the global corporate standard for Allied Signal and General Motors.

Everex Computer Systems
EDS National Account Manager

Plano, TX
September 1991 – November 1992

- Orchestrated sale of computer systems to EDS (internal use and resale). Grew revenues from 0 - \$60M+.
- Significant wins included major contracts with Del Monte, Dow Jones, and General Motors.
- Landed SMCII contract (ARMY SuperMicro), establishing Everex as "the standard" for desktop, notebook, and server products.

Convergent Technologies / UNISYS
EDS National Account Manager

Plano, TX
May 1986 – September 1991

- Created, managed, and promoted channel sales strategy for products and services utilized internally and for resale. Strategy resulted in Convergent being named as one of the "Top 10 EDS technology suppliers."

NCR
Apollo Computer, Pre IPO (now HP)
Sun Microsystems, Pre IPO

Memphis, TN/ Dayton, OH
Dallas, TX
Dallas, TX

EDUCATION

BS, Marketing and Business Administration
Gardner-Webb University

Boiling Springs, NC

Email: <mailto:bob@cofihaus.com>