

STEPHEN R. OLSON

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DISCREET, DIV. OF AUTODESK, Chicago, Illinois

1997 to 2002

Sales Manager, Edit & Jobnet

2001 to 2002

Responsible for direct and channel sales of NT editing system and 2gb storage area network solution in 14 Midwest states and Canada.

- Only sales manager to achieve target in first quarter of new product sales manager position.
- Re-aligned distribution channel to increase channel profits and product loyalty, resulting in 100% increased sales through channel.
- Refocused sales model, resulting in 250% increased revenue.
- Managed 2 application engineers (direct report) and 2 inside sales reps in various sales and demonstration functions to maximize customer service and product sales.

Sales Manager, Advanced Systems

1997 to 2001

Responsible for direct and rep sales of sophisticated effects, editing software and systems throughout the Midwest.

- Increased market penetration and unit sales by 200% in 3 years.
- Sold into all major and most secondary geographic markets, increasing market exposure to the product line.
- Instituted a rep training program increasing product knowledge and sales through the rep channel, providing a 50% increase in sales in the first 6 months.
- Managed 2 application engineers and 2 inside sales reps in various sales and demonstration functions to maximize customer service and product sales.
- Strategic/market planning and business consulting resulted in the successful partnerships

TEKTRONIX, GRASS VALLEY GROUP, Chicago, Illinois

1995 to 1997

Account Manager

Responsible for direct and dealer sales of broadcast video systems equipment (components to \$500,000 products) in various markets in the central states.

- Revitalized the distribution channel to provide substantial increase in "run rate" business.
- Opened relationships with broadcast clients in territories, resulting in expanded market acceptance.
- Established the Profile™ as the defacto video server in the territory, which exceeded product targets consistently.

VIDEO IMAGES, INC. (now AVI Systems), Brookfield, Wisconsin

1981 to 1995

Manager, Strategic Partners

1994 to 1995

Responsible for all manufacturer relationships, product training of sales staff and product evaluation.

- Consolidated and improved relationships with over 300 manufacturers and suppliers, shortening lead times and systems quality for the clients.
- Redirected the company's sales focus from declining video systems to the growing AV and presentation systems, assuring company profitability and new revenue sources.
- Increased profits through targeted supplier relationships.
- Expanded sales into teleconferencing and distant learning systems providing a growth path for the company.

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Systems Group Manager

1991 to 1994

Responsible for all systems sales, individual sales and project management in Wisconsin.

- Managed all systems sales for Wisconsin offices, closing approximately 80% of every major sales opportunity.
- Sold and managed the two largest systems projects at the highest gross margin in the company's history.
- Managed 9 sales reps (direct reports), engineering and installation staff.

District Sales Manager/Branch Manager

1985 to 1994

Responsible for sales management and individual sales performance.

- Managed and trained 6 sales reps and 2 sales support (direct reports), consistently exceeding office and individual sales targets.
- Expanded market into Chicago by selling 2 major accounts, providing revenue to open a fully staffed office in the market.

Sales/Account Manager

1981 to 1985

- Developed accounts from a small territory into major account responsibility.

EDUCATION

BA, College of Speech – Emphasis: Broadcast Management, Minor: Business Administration
Marquette University Milwaukee, Wisconsin

MA coursework (3 ½ years), College of Communication
Marquette University, Milwaukee, Wisconsin

Coursework in various subjects: Milwaukee School of Engineering, Milwaukee Area Technical College and the American Management Association

ACTIVITIES AND ORGANIZATIONS

Alderman, City of Franklin, Wisconsin 2004 – present; 1998-2001. Active on various municipal boards.

Sales and Marketing Executives, Milwaukee

Society of Broadcast Engineers, Certified Broadcast Television Engineer

MCA-I Media Communications Association Int'l

Franklin Chamber of Commerce; Director, 1993; President, 1994-1997; Chairman, 1998

Forest Hill Village Condominium Association; Director, 1990-1993; President, 1993-1997

***Note: Franklin, Wisconsin is 65 minutes North of Chicago by car.**

