

Rory B. O'Connor

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Career Overview

Sales Marketing Operations Team Building Logistics Call Center

Fortune 500 Experience International Business Business Relationship Development

Strategic Planning Database/Business Analytics Creative Solution Oriented

Proven Business Leader

Current—Mod Pac Corporation, Sales Executive

I joined the Mod Pac Team in May of 2010. My key responsibility has been new Business Development in new regions, Client retention and value growth in assigned accounts.

- Won relationships with 7 new clients
- Grew value of existing accounts by 12%, 13.5%, and 38%
- Developed strong lead qualifying and management application

2005-2010

Shareholder in two technology companies: Engenus and Cataclean. Primary responsibility included:

- Launch of each into North America
- Partner and distribution channel development and management
- Product development, Sales, Marketing and Business Development
- Primary principle

2002-2005

Diogenes, Inc.—an independent consulting firm focusing on Sales, Marketing, Product and Market Analysis, Database and Business Analytics, Product Development, Sales Training, Value Added Services Development. Strategic Planning

- LDMI—Detroit based telecommunications company
- EarthLink—Internet Services Provider
- Sovran Self Storage
- Conax Buffalo—Buffalo based manufacturer
- Gaines Kriner Elliot—Buffalo based CPA firm

2001-2002

Chek.com—I served as the Chief Marketing Officer for this start-up E-mail service provider.

- Drove Sales, Marketing, Operations, Training, Product Lines, Presentations, Strategic Planning
- Relationship development with NFL, NHL, NBA, MLB, US Postal Service and many others
- De-commoditized service offering; monetized business model
- Team building, mentoring, product development

1991-2001

CPM Research/Azerty/United Stationers

- Served as President of CPM Research until 1997, when Azerty acquired CPM, and then served as President of Azerty Division AP Support Services until 1998, when Azerty and its Divisions were acquired by United Stationers.
- Increased sales at CPM from \$1,000,000 to \$6,200,000 in 1996 with increase in overall gross profit from 13% to 42% and bottom line EBITDA from 1.2% to 9.6%.
- Vanguard Award Winner 1993 as Best Small Business in WNY, TOP 50 Award from 1993-1998 (Call Center Magazine), Identified as one of 50 Best Businesses in WNY in 1995
- Service Partner of the Year (Hewlett Packard, IBM, Lexmark and Kodak) as AP Support Services and E-nited 1998-2001

Previous Experience

MSP—Pittsburgh, PA--Vice President Sales and Marketing

Computer Task Group, Buffalo, NY—Sales Executive

American Hospital Supply, Buffalo, NY—Sales Executive/Information Management/Medical Training

Ford Motor Company, Saline, MI—Production, Planning and Logistics

Additional: Board of Directors—The Atlantic Corridor, Computers For Children, Board of Directors- D'Youville College, Team Member of Explore Buffalo-Niagara 2007, Board of Directors—Buffalo Rugby Club, NY State Business Mission to Ireland with Senator Clinton in 2002, Board of Directors—Next Arrow

Education

Bachelor of Arts/Science Minor—Eastern Michigan University, Ypsilanti, MI

Berkshire College of Education/Reading University, Reading, UK

REFERENCES UPON REQUEST