

Michael J. Bookbinder - ITI International

Profile

A seasoned, take control senior executive with over 28 years of international and North American management, sales and professional services experience with entrepreneurial, start-up and public corporations, developing emerging technology applications, products and services. Professional services include market feasibility, integration, introduction (infancy to market acceptance and maturity), change management and revenue generation for new technologies, products, ideas, services and concepts. Over six years AVL/GPS Fleet Management business and market development. Currently Canadian Distributor of FleetSafer/ ZoomSafer for Safe Driving.

An excellent communicator and motivator to all levels up to and including 'C'. Offering solid professional and executive management services to the C level and hands on experience in sales, business, market and distribution channel development, vendor liaison, marketing, strategic planning and execution, public relations, event planning, marketing communications materials creation and change management. With strong professional, presentation, writing and verbal communications skills, creative flare and interpersonal skills with sales teams and clientele. Highly adaptable, analytical and hard working, enthusiastic to cheerlead, motivate customers, mentor sales teams and produce quality material with positive results within tight timeframes while concurrently managing several projects regardless of complexity. With the ability to solve complex issues to achieve objectives and deliver results in fast moving entrepreneurial environments to drive growth and achieve positive results.

Professional services and sales/business development projects were conducted in North America, Western Europe, the Middle East and Latin America. Based on global projects, well indoctrinated and positioned in ethnic and cultural awareness for developing strong relationships for market growth and revenue generation. Staying current with global legislative compliance for privacy, admissibility of electronic information, content and processes and security/authentication disciplines to overcome any technology implementation related issues.

Business and Professional Experience

ITI -Canadian Distributor of FleetSafer by ZoomSafer Safe Driving (June 2010 to present)

- To generate revenue by developing Canadian Sales and Distribution Channels, Selling Partners and direct Sales, product awareness and capture marketshare across Canada
- To provide competitive marketing information for distracted driving
- To create brand awareness, adoption and credibility for preventing distracted driving through safe driving with FleetSafer products for the Blackberry and other Smartphones

BSM Wireless – VP Sales and Marketing & Director of Sales (May 2005 to 2008)

- Responsible for achieving major account sales revenue targets while mentoring new sales staff. C level sales and ROI presentations
- Responsible for strengthening business relationship with major Canadian Wireless Carriers. Provide Carrier training in support of sales teams to increase network activations and data loads
- Revenue targets across all commercial mobile markets and oil and gas market Responsibilities included channel development in Latin and Central America

- Responsible for developing marketing communications documentation, press releases, corporate proposal material for the investment community and sales team. To include PowerPoint presentations, responding to Bids, RFP, RFI etc.
- Jointly responsible for developing dealer and distributor channels
- Provided market feedback to the development team, for market requirements, future product enhancements and staying ahead of competition

**Grey Island Systems – Manager Business Development, Commercial Markets
(Contract: January 2004-May 2005)**

- Extended Grey Island's sales to the commercial market for AVL/GPS Fleet Management solution
- Developed relationships, training, customer relationship management, sales revenue
- Achieved reasonable revenues recruited to BSM for greater challenge

**Ardent Media President – Global-based Toronto, Canada
(Concurrent contract April 2004 to May 2005)**

- Technology startup in advanced DRM and new media for the legitimizing and protection of digital video content downloading.
- Acquired content developer clients, creating awareness, recognition and market share in the global marketplace. Self funded by CEO

**eManage Inc.: Global-based Ottawa, Canada, VP Sales and Business Development
(February 2003 June 2004 Contract)**

- Developed indirect business OEM, distribution and reseller channels for email and records management archiving in North and America, Middle East, Western Europe and Latin America
- Created awareness, recognition and marketshare for privacy protection, consent and legal admissibility for electronic content, documents, email and records in the government, commercial, financial and regulated sectors in the global marketplace

**Cyberun Corp.: Thompson IT plc–Toronto and London England, VP Business Development
(Contract February 2002-October 2002)**

- Developed business plans for market entry North America and Europe
- Created awareness, recognition and capturing marketshare in the security, user authentication, consent, identity theft and privacy protection global marketplace
- Development of direct opportunities, distribution and partner channels and providing market requirements to Cyberun Corp. development team

**SAPERION Inc. - Boston and Toronto
(September 2000 to November 2001)**

CEO (1 yr contract to start up North American operations for transition to German Mgmt)

- Established Saperion GMBH North America, HQ operations in Boston and Toronto
- P & L responsibilities, sales and market strategies, marcom, event design and participation for all of North and South America for Saperion AG of Berlin, Germany.

- Transitioned North American operations to German management team at end of contract. September 11th 2001 curtailed investment in North America.
- Provided interim leadership, grew sales team and created awareness, branding and capturing of market share in the North American EDMS, knowledge management and eBusiness marketplace
- Developed direct opportunities, distribution and partner channels and provided North American market requirements to Saperion AG product development team for adoption

Interactive Technologies International Inc. -Toronto, Canada, President/Principal Consultant (1991-on going)

- Professional Services include: needs analysis, feasibility studies, workflow and business process analysis and redesign, strategic planning, project facilitation and management, business case development, cost and benefit analysis, policy and procedures writing, change management, marcom document creation, conversion strategies for electronic content, knowledge, document, imaging, sales training, email and records management. Other professional services cover change management, legal admissibility, compliance and governance of electronic information, privacy, consent, data protection and authentication.
- Channel development, sales and marketing planning, marketing communications documentation and programs, sales training, quality assurance, vendor due-diligence, educational seminars, market research, vendor liaison, market/business development. Industry sector experience includes: government (all levels), utilities, commercial, manufacturing, distribution, processing, health care, banking and insurance.
- Interim executive management mandates: CEO, VP Business, Sales and Business Development, sales and marketing

KPMG- Toronto Canada, Principal - National Imaging Practice, (1990-1991)

- Managed national Canadian image processing and emerging technology practice
- Developed marketing and business plans for emerging information management technology applications, image processing, workflow, BPM, and change management
- Provided North American marketplace education, marketing, business development and professional services sales revenue.

Digital Equipment of Canada -Toronto, National Marketing Manager, (1989-1990)

- International market and sales resource for product direction planning.
- Responsible for emerging product introductions, external and internal market education seminars, requirements studies and competitive updates. Conducted Corporate-wide sales training programs for executive relationship building, consultative and solutions selling skills.

Wang Canada Limited - Toronto, Canada, Marketing Manager, Imaging, (1988-1989)

- Managed all imaging and document technology sales, marketing and training activities in Canada. Created, developed and conducted image processing and electronic information technology seminars and competitive analysis. Executive level emerging technology presentations to Fortune 1000 and government organizations. Feasibility studies, business process and change management assessments for major government, utilities, commercial, manufacturing, distribution, pharmaceutical, health care, banking and insurance organizations.

Bell & Howell- (R&D Div.)-Montreal, International Marketing Manager, (1986-1988),

- Global Sales and Marketing Manager for market and business development of advanced technology products, prototypes and platforms.
- Direct interface to the international marketplace, defined new product direction, business and marketing strategies. Defined and focused engineering and marketing activities.

Philips Data Systems-Barcelona, Spain, Country Manager, (1982-1986)

- Responsible for Spain and managed sales and marketing activities for office automation, word processing and image processing product offerings. Supporting a national sales organization and distribution network of distributors (50). New product P&L, marketing, sales, logistics, program development, pricing strategies and policies into new market environments. Achieved marketshare gain of 25%, participated in the launch of the first optical disk system, sold first ever image systems to a Spanish police and land registry office.

EDUCATION:

- MBA, International Marketing, New York University (80% completed international relocation)
- B.Sc., Marketing Management, New York University

AFFILIATION:

- Past National President, Canadian Information & Image Management Society CIIMS (6yrs)
- Past President, Toronto Chapter Canadian Information & Image Management Society (3yrs)
- Member of CIIMS Legal Admissibility Standard Technical Subcommittee
- Contributing Author and Voting Member, Canadian General Standards Board
- Chairperson of Subcommittee developing for eEvidence and Electronic
- Fellow of Association of Image & Information Management (AIIM)
- The Financial Post, Judge, Document Management Environmental Awards
- Innovation in Technology & Organization, Milan, Italy, Senior Partner

PERSONAL: U.S. Citizen, Permanent Resident Status in (Canada), Fluent Spanish

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