

CYNTHIA A. CHUNG

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SALES & BUSINESS DEVELOPMENT EXECUTIVE - Specialist in New Ventures and International Business Growth -

High performance executive with over 15 years' experience in domestic and international business development. Played instrumental roles in the breakthrough growth of 5 international business ventures, accumulating over \$50 million in new revenue, winning global RFPs, and securing market-leading positions. Expert in international business culture with experience structuring and negotiating multi-million dollar international alliances, joint ventures, mergers, acquisitions, and reseller agreements in 30 countries.

Driven, entrepreneurial mindset skilled in building and leading domestic and international sales teams. Balances innovative "out of the box" conceptual thinking with ability to translate corporate objectives into executable tactical plans. Motivating leader with delegative style – encourages ownership and rewards performance. Graduate, Augusta School of Business. Fluent in English and Hindi with conversational Mandarin.

Areas of Excellence:

Domestic & International Business Development...Sales Development Strategies...Strategic & Tactical Planning
Mergers, Acquisitions & Joint Ventures...Global Business Alliances... Multi-Million Dollar Deal Closing
Channel Management & Distribution...Growth Strategies...Competitive Market Positioning...Market Analysis & Segmentation
Contract Negotiations...Public Speaking & Industry Presentations...Leadership & Mentoring

PERFORMANCE MILESTONES

- R As Director of Sales, grew Proteus revenues from \$3 million to over \$25 million in 18 months, securing its place as the world's 2nd- largest domain registrar and "one of Colorado's fastest growing companies" (VENTURE Magazine)
- R Generated a combined \$50 million in new sales revenues within 12-24 months from launch for 5 new ventures
- R Negotiated multi-million dollar partnerships and licensing agreements in over 30 countries spanning Asia, Latin America, Europe, the Middle East, and North America
- R Helped structure the deal that won Techias the international rights to management of .ORG, one of the largest domain extensions in the world, and helped this start-up grow revenues to over \$20 million in under 3 years.
- R As National Sales Manager for a manufacturing start-up, grew US sales revenues 20-fold and secured retail distribution through Wal-Mart, Home Depot, and Target
- R Founded and grew an offshore software development firm to over \$10 million in revenue in less than 3 years

PROFESSIONAL EXPERIENCE

CHUNG CONSULTING GROUP, Broomfield, Colorado

Principal

Jan 2003 – Present

Founded and lead successful consultancy specializing in strategic business and financial advisory services to private growth-positioned companies seeking acquisitions, divestiture, or outside investment. Strategize, develop, and counsel executive teams on strategic revenue opportunities and sustainability plans, with specific focus on sales development, market positioning, and new market penetration. Major assignments include:

- Currently completing \$20-\$50 million business process outsourcing (BPO) and technology-based acquisitions for two multi-national conglomerates.
- Genrty Engineering, Architecture, and Construction (\$200 million global architecture and engineering firm)
Currently developing a global marketing strategy for Genrty's new document management software. Completing full-scale global marketability analysis, competitive analysis, and executable go-to-market strategies.

CHUNG CONSULTING GROUP, cont.

- The Solution Consortium (TSC) (*Sales development company specialising in the manufacturing, IT, and healthcare industries*)

Took an equity position in the company to turn a promising business into a profitable venture. Within 6 months developed and introduced a new marketing strategy, created a business plan for a new revenue stream in market entry strategies, and improved cash position through renegotiated leases, bonuses, and payment structures. Sourced, structured, negotiated, and secured sale of business in Sept. 2004.

- VentureCap Business Counsellors (*Boulder-based business broker*)

Brought on as Vice President of Business Development to develop the strategic plan and marketing strategies to expand the company nationally.

TECHIAS GLOBAL REGISTRY, Boulder, Colorado

Global leader in advanced domain name registry services including .ORG and .INFO, two of the largest unrestricted Top Level domain extensions. Formerly Proteus Inc.

Director of Business Development

2001 to 2003

Helped launch this new international venture to capitalize on the explosive global international growth in domain name registries. Personally responsible for identifying new international business opportunities and structuring multi-country consortiums to bid on multi-million dollar tenders for operation of international registries.

Credited with structuring and securing deals throughout the US, Canada, Australia, Europe, and the Caribbean, growing revenues to over \$20 million within the first 30 months, and growing Techias to Top 3 status in global registry management services.

- Structured the RFP that beat out 11 international competitors for the operation of .ORG.
- Helped grow the .INFO domain name from 0 to over 1 million names registered within 12 months of launch.
- Managed an international wholesale distribution channel of 100 accredited domain name registrars in 25 countries, assisting them to market the domain extensions on a global scale.
- Developed the strategies that grew total names under management to exceed 3 million.

PROTEUS INC., Boulder, Colorado

Second largest domain registrar in the world with 5000 resellers in over 110 countries.

Director of Sales

2000 to 2001

Repositioned as Director of Sales to orchestrate sales strategies to support and expand Proteus' breakthrough growth. Scope of accountability included all strategic new market development, hiring and management of an international sales team, pricing, support, and the development of an international reseller channel.

Credited with driving explosive growth from \$3 million to over \$25 million within 18 months, with over 5000 resellers in 110 countries.

- Accelerated global distribution and introduced regional support by structuring distribution partnerships with local agents in China, Korea, India, Europe, Hong Kong, Latin America, and North America.
- Personally secured international deals with major Telco's (China Telecom, Bellsouth), portals (Terra Lycos Mexico), ISP's, IJ Group, Japan), and web hosting companies (Fasthosts, UK).

Director of Publisher Partnerships

1999 to 2000

Brought in to diversify Proteus' predominantly ad-based revenue stream through a series of M&A activities and strategic partnerships.

- Built strategic partnership permitting the launch of new applications through Proteus, including the international launch of Internet Explorer for Microsoft, re-launch of Eudora as a free ad-embedded product for Qualcomm, and the promotion of Corel's Linux strategy.
- Evaluated and structured M&A deals to assume equity positions in promising international software publishers based in the U.S., Israel, and Europe.

NEXT GENERATION SOLUTIONS, Broomfield, Colorado,
High-tech firm specializing in offshore software development and robotics/automation.

- Founding Partner 1996 to 1999
 Co-founded and led all business development efforts that brought this technology start up to over \$10 million in revenue and 100 programmers within 3 years. Concurrently established 5 regional offices to support implementation of robotic and CAD automation solutions to India-based automotive, pharmaceutical manufacturing, utilities, and municipal organizations.
- Out-bid international competition from IBM and EDS to secure major software development projects with leaders in telecommunications, oil and gas, insurance, and software including NBTel, Irving Oil, and Royal Sun Alliance.
 - Secured marketing rights in India for the robotic automation systems technology and software of major firms including Kawasaki, CRS Robotics, and Enghouse Systems

VENCAP INNOVATIONS, Los Angeles, California
Venture capital fund and incubator for early stage technology companies

- Business Analyst 1992 to 1995
 Conducted due diligence and raised equity funding for early stage ventures in the medical, environmental, electrical, and consumer products industries, leading to exit strategies including IPOs, or acquisitions by larger industry players.
- Assumed role as National Sales Manager for investee company, building a 60-person sales force to gain retail distribution through Wal-Mart, Home Depot, Target, and CVS Drugs – grew revenue 20-fold in less than 18 months.

CYNCON CONSULTING, Taiwan & China

- Principle / Founder 1990 to 1992
 Founded and led successful technology transfer company that raised \$5 million from Asian Venture Capital firms and private organizations for North American technology transfer candidates.

SPEAKING ENGAGEMENTS

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| Asia Technology Forum (Singapore) – Topic: International Channel Management Strategies | 2001 |
| International CIO Summit – Topic: Offshore Software Development Opportunities | 1998 |
| Information Technology Association of Canada (ITAC) Conference – Topic: Offshore Software Development | 1998 |

VOLUNTEER LEADERSHIP & CONSULTING

- Strategic Advisor / Fundraising Network – Centre for Social Initiative and Management (CSIM) 2001 – Present
 Provide strategic consulting services and fundraising assistance for this India-based educational institution offering a one-year program on social entrepreneurship and non-profit leadership.

EDUCATION

HBA – Augusta School of Business, University of Augusta
 BA, Administrative and Commercial Studies – University of Colorado

Other programs include:

- Strategic Account Development – Xerox Sales Training
- Managing Successful Software Projects
- CFA Candidate
- Solutions Selling “Software Sales Rep Boot Camp”
- Managing Y2K project Conversion & Testing
- Chartered Business Valuator (CBV) – Ongoing