

RUDY N. VOGEL

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OBJECTIVE: SENIOR EXECUTIVE/CONSULTANT & ADVISOR

Frontline Executive - World-class, Innovative Marketer - Program Director

SUMMARY:

- Seasoned professional with international consulting, business development, marketing, technology and entrepreneurial expertise in various high- & low- tech industries.
- Founder of an innovative privately held niche consulting firm with a specialization in conceiving, devising, designing and often executing overarching and granular all encompassing business development and strategic marketing programs on behalf of domestic and international clients.
- Led various macro/micro strategic programs, alliances and ventures for executive management of companies ranging in size from Fortune 500 to start-ups in numerous sectors and, for US government agencies and, foreign ministries.
- Helped raise several million dollars in seed capital and project funding through various sources of both private and public firms and agencies.
- Lecturer at various international NGOs/PVOs, international trade institutes, workshops & conferences.
- Advisor at Board-level to various industry-specific non-profits & associations.
- A leader with substantial hands-on experience.
- An individual whose personal philosophy and values have enabled him to succeed, inspire and lead others.

EXPERIENCE:

Vogel & Associates, Springfield, MA 1987 - Present

Founder & President

- ⇒ I have performed varied consultative, advisory and senior level functions and programmatic efforts for numerous companies, their Boards, CEOs and Senior Management in various industrial sectors from start-ups to Fortune 500s. I have worked and lived in the Middle East for 25+ years, from Morocco to The Arabian Gulf and, have also provided client intervention in South East Asia, The Caribbean and Europe.
- ⇒ I have advised the US State Department and US Agency for International Development on multi-million dollar trade program design, development & execution; and, for foreign governments and Ministries of Commerce & Industry on successfully doing business with the US. These marketing & ecommerce programs that I then led, yielded tens of millions of dollars in trade and economic vitalization.
- ⇒ I have successfully founded and ran various low & high-tech start-ups for investor groups and, have helped raise seed-capital to launch products and services into targeted markets utilizing a full complement of various marketing techniques.

Digital Equipment Corporation (DEC), New Jersey & Massachusetts 1983 -1987

Strategic Marketing & Business Development Manager

- ⇒ I secured and executed strategic alliances between *DEC* and *AT&T*, *ITT* & *GE* for both commercial and military applications, including programs, which were commercial progenitors for the:
 - Internet and the Worldwide Web;
 - Email & office automation;
 - Factory-of-the-Future & robotics;
 - CDROM & DVD technologies.
- ⇒ I led company-wide, multi-disciplinary teams in support of various new business ventures and technology applications.
- ⇒ I achieved the highest recognition among my peers by receiving the prestigious "DEC 100" Award for exceeding new business goals and objectives.

PRO BONO WORK:

- ⇒ I am a featured speaker on the topic of "Sealing the Deal in The Middle East" at the first ever C3 Summit in New York City featuring President Clinton as the Keynote and a host of industry and government dignitaries.
- ⇒ I was a Guest Lecturer at the "Digital Games: Playing In The Valley" Symposium held at Hampshire College as part of a statewide video game industry initiative supported by The Governor's Office, the State of Massachusetts and MassDiGI
- ⇒ I served as inaugural member and Special Advisor on international strategic initiatives to the Board of Directors of the *Western Massachusetts Software Association*, in collaboration with the University of Massachusetts – Amherst; Mission Leader (1997 & 1998) to *CeBIT*, Hannover, Germany - the largest technology trade fair in the world.
- ⇒ I was a member of the *International Trade Council of the Pioneer Valley Planning Commission* (ITCPVP) and, I led the team that crafted their strategic vision. The ITCPVP reports to the *Massachusetts Governor's Office*.
- ⇒ I served on the Board of Directors of the *Western Massachusetts International Trade Association*.
- ⇒ I was a member of the *Software & Information Industry Association* (SIIA)[formerly known as the *Software Publishers Association*] and served at the Board level of the SIIA International SIG (Special Interest Group).
- ⇒ I have lectured *pro bono* at the *World Trade Institute* in New York City and various *AMCHAMs* throughout the world on topics ranging from Export Marketing to International Trade Promotion.

EDUCATION:

Western New England University, Massachusetts: MBA in Marketing & Certificate Degree, Computer Science, 1983

Yeshiva University, New York: BA, Psychology, 1980

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SAMPLING OF PROJECT WORK – INTERNATIONAL SCOPE:

- Most Recent – Red Stallion Interactive, LLC – Headquarters: Doha, Qatar; Office: Manama, Kingdom of Bahrain; US Operations: Northampton, Massachusetts
 - ⇒ Presently, I founded, designed the business & marketing plan for, sourced US industry experts [*Digital Development Management* is the world leading business advisory firm and agency in the interactive media and videogame industry] to manage the company, and I assisted in the multimillion-dollar fund raising effort. Thereby, launching the first ever “transmedia” & interactive videogame publisher in the Arabian Gulf for a new diversified entertainment and technology holding company based in Qatar with an office in Massachusetts. I serve as a Director on its Board and am involved in steering its interests in the US and Europe. url: <http://redstallioninteractive.com>

- Government Contracting – Foreign Ministry & USAID
 - ⇒ I have served as a contractor for and Senior Adviser to *International Executive Services Corps* (IESC) for more than 20 years [a renowned Washington, D.C. 50 year old international development firm founded by David Rockefeller and President Johnson]. In this capacity I also served as a Senior Trade Adviser to HE Minister Hassan Fakhro of the Ministry of Industry & Commerce (“MOIC”) in The Kingdom of Bahrain on all matters related to its Free Trade Agreement with the US. As the Program Manager of their FTA Actualization for Bahrain Program (“FAB”), which I designed, I executed this multidisciplinary economic development program for five strategic and high-impact sectors. FAB was based on three pillars: 1. Technical assistance at the firm level, 2. Market awareness and capacity building and, 3. Inward/outward investment. After having performed industry/cluster analysis of high-impact/high-visibility sectors in Bahrain. The results of the program over two plus years exceeded expectations and included six workshops and a number of joint ventures with US counterparts in the following sectors: basic manufacturing, food processing, engineering and financial services, gem & jewelry and ICT; nearly 50 one-on-one technical sessions with firms and stakeholders; 17 inward/ outward investment opportunities identified in various stages of progress with 4 signed deals yielding several million dollars in the following business segments: financial services, automotive manufacturing, and marine services; a Memorandum of Understanding signed between the MOIC and the State of Massachusetts Office of International Trade & Investment; I coordinated, promoted & spearheaded an official symposium between the governments of Bermuda and Bahrain, their Finance Ministers, Central Banks and, key members from their private sectors heralding the first-ever Joint Double Taxation Treaty between the two countries and a co-venture between their stock exchanges for Sharia-compliant investments

 - ⇒ I advised senior contracting officers and senior management at *Booz-Allen & Hamilton* on their ICT (Information & Communication Technologies) bid proposal & design for the Egyptian government funded multi-million dollar program through *USAID*; Advised and collaborated with IESC on their proposal design and writing for the development of an Ecommerce Development Business Center funded by USAID in Egypt.

- New Consulting Paradigm – Service Product Development
 - ⇒ I designed and executed a new private sector market-entry consulting product for IESC in Latin America to help diversify their source of consulting revenue, which yielded the single largest private-sector, full-cost project in IESC’s history.

- Technology – Internet, Ecommerce and Software Development
 - ⇒ I designed, managed and executed a “first of its kind ”ecommerce pilot program for the private sector in Egypt, funded by USAID, whereby five Egyptian companies became “ecommerce-enabled”; I created a network of stakeholders in Egypt to support the programmatic effort including *AMCHAM* (American Chamber of Commerce), *EBC* (Egyptian Banking Corporation) and the *ISE* (Internet Society of Egypt).

 - ⇒ I designed and launched a cutting-edge ecommerce market entry program for a world leading bank (*Bank of America*) and the largest global express transportation company (*FEDEX*), whereby these companies would deploy certain service offerings over the Internet resulting in the acquisition of a new client base.

 - ⇒ I envisioned, executed and launched a then leading ecommerce outsourced website management company (*ebHub.net*) that was one of the first ASPs (Application Service Providers), developing a patented

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Transaction Management System (TMS). I negotiated and signed strategic alliances with *Bank of America*, *FEDEX*, *Verisign*, *Fleming Companies*, *Engage Media* and *Promotions.com*; I devised and established an industry-first “ecommerce reseller channel” with 15 VARs (Value-added Resellers) nationwide; and, I raised over \$1M in seed capital, which helped secure and service a cross-sector client base resulting in revenue for the company.

⇒ I redesigned the corporate marketing strategy for one of the leading object-oriented software developers in the US, which led to their buyout by a leading software developer in Germany.

➤ Services – Freight Forwarding & Logistics

⇒ I was responsible for establishing a new cargo line between Central America and the Northeastern US markets; I designed and executed a strategic publicity campaign to build awareness and capture a new customer base.

➤ Consumer Products – Alcoholic Beverages

⇒ I created, developed and led a dual-office luxury distilled spirits product development and import company to introduce “the world’s most expensive mass market vodka” to the US and foreign markets [<http://www.diamondstandardvodka.eu/>]. I spearheaded the raising of nearly \$10M in private capital to design, source, produce and, launch a line of ultra-premium vodka products; I negotiated, created and executed long-term cooperative development agreements with *Swarovski Crystal* (i.e., supplier of crystals and co-promoter), *SaverGlass* (i.e., leading French bottle manufacturer for renowned distilled spirits), *DeBeers* for the diamonds used in our patented distillation process and, *Siedlce Distillery* (i.e., Polish producer of Chopin Vodka and bottling partner). I developed and secured innovative Intellectual Property (IP) including: an industry-first patented diamond filtration process to produce the vodka in accordance with an exclusive recipe; Created and then registered exclusive trademarks such as: FASHION YOU CAN DRINK®, DIAMOND FILTERED®, THE AGED VODKA®, VODKA KISSED BY DIAMONDS™, and THE DIAMOND MARTINI™, to name a few; Devised an industry-first iconic 3D emblematic logo; Registered with the EU PCT (Patent Cooperative Treaty) for award winning bottle designs. I established the market launch for the staggered rollout of global distribution. Finally, I oversaw the sale of the company to another investor group.

➤ Consumer Products – Ceramic Tile

⇒ I served as the US Program Manager for the largest ceramic floor tile manufacturer in Sri Lanka and founded the Jordan Stone & Tile Exporters Association (JOSTONE), the first-ever trade association in that country, opening new US distribution channels which resulted in direct multi-million dollar revenue for the clients.

➤ Consumer Products – Exotic Produce

⇒ I served as Program Manager for one of the largest publicly traded conglomerates in the East Caribbean; I designed, developed and executed an international marketing program to convert their premium tropical fruit and juice export diversification program, from seed to shelf, into a multi-million dollar vertically integrated enterprise, which was ultimately purchased by *Archer Daniels Midland* (ADM) US at ten times revenue (@\$400 million) due to the successful program I created.

SAMPLING OF PROJECT WORK – DOMESTIC SCOPE:

- Franchising – I created a turn-key franchise program for a personal finance company in the Northeast leading to several franchisees signing and paying for the program.
- Garments – I redirected the corporate marketing strategy for one of the world’s leading garment machinery manufacturers, which led to further expansion & revenue in their domestic and international markets.
- Automotive Aftermarket Products – I designed and launched an export marketing program for a Northeastern US automotive aftermarket wholesaler into the UK marketplace.

ARTICLES: “*Comrades In Cyberspace?*” *UPGRADE*, November 1997, magazine for the *Software Publishers Association*.

I have been interviewed & quoted in numerous international trade publications in such fields as: international trade, licensing, consumer goods & high-technology.