

JIM OLWINE

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PROJECT MANAGEMENT, MARKETING, AND PRODUCT DEVELOPMENT PROFESSIONAL

Proven ability to improve the bottom line in start-up and hyper-growth as well as established environments.

Wide ranging, results-driven expertise to successfully develop hardware, software, and services offerings. Expertly streamline existing processes and design necessary systems. Proven history of initiating innovative solutions and leading teams to deliver on-time and under budget.

Talents include:

Software development/implementation
PMO and project portfolio management
Product-to-market process creation
Cost reduction/avoidance

Crafting market analysis for new offerings
Training and development
Video production
Initiating innovative solutions



BrightLeaf Power

[BrightLeaf](#) is a solar energy startup located in Montrose, CO.

VP Marketing and Product Development

December 2010 to Present

Created product-to-market process and led the engineering team to accelerated release of innovative cogeneration technology prototype, the first viable commercial product to produce both electric and thermal energy

Secured initial sale of commercial product, established relationship with nationwide dealer distributor network and assisted CEO with building \$200mm+ sales pipeline

Developed vertical marketing strategy, sales processes, and project sizing and estimation tools

Marketing Research Consultant

September-December 2010

Designed and executed a marketing research project for a company in the transportation market and recommended changes in the product portion of their marketing mix



BeavEx

June 2002-September 2010

BeavEx is the largest privately held same day transportation company in the United States

VP of Marketing

June 2009-September 2010

Improved gross margins up to 50% for scheduled routes by conceiving, designing, and leading the development of the software tool LocalSearch©

Grew revenues by six figures and gross margins by 10% by successfully bringing to market new service offerings (fleet outsourcing and same-day air) and establishing the [BeavExpedite®](#) brand

Led design team to create and publish new [BeavEx website](#)

VP of Product Management

September 2007-June 2009

Eliminated costly delays by establishing a Project Management Office, to meet demand for multiple IT and software development projects

Developed a strategic systems plan, providing the infrastructure platform to support the company's future growth

Introduced Agile development methodology for creation of new Service Oriented Architecture platform for next generation terminal management system

Achieved cost reductions and revenue goals by leading the professional services project managers to successful customer implementations and internal deployments of technology

"Jim is one of the most effective leaders I've ever worked with. His initiative and work ethic sets a great example for his teams."

Dr. Craig Hollabaugh
Author
*Embedded Linux
Hardware, Software
and
Interfacing*



VP Plans and Training

January 2006- September 2007

Added millions of dollars in top-line growth by planning and leading start-ups for new lines of business

Enabled unencumbered growth in a nationwide operational organization by designing training and development programs for both technology and process

Created company operations manual and system user guides

Wrote, produced, and appeared as talent in training videos

VP of Professional Services

January 2005-January 2006

Propelled BeavEx to industry leader in technology usage by directing the deployment of over 2,000 handheld devices to drivers

Increased customer satisfaction and services contracts renewals by implementing software projects with blue-chip clients to complement courier services offering

Saved several hundred thousand dollars in loss prevention costs and preserved the company's insurability by designing and directing the production of the BeavEx Strongbox Program

Director of Professional Services

June 2002-January 2005

Salvaged six-figure contract and the business relationship by leading the implementation of the internal mail tracking software for blue-chip financial services client

Professionalized the image of a rapidly growing company by leading the redesign of the BeavEx logo, creating the implementation process for customer-facing products, and designing and directing production of all marketing collateral



Pivotal Corporation

June 1999-November 2001

Director, Commerce Solutions

Product management responsibilities for product configurators; created go-to-market strategy for Pivotal Commerce solution and led a cross-functional, international team during IFS integration in Sweden, Canada, and the UK



McKesson/HBOC

July 1998-June 1999

Senior Project Manager

Recruited to rescue the implementation of SFA tool; led the integration of Siebel and Oracle applications to mandatory release date on-time and on-budget



Lanier Worldwide

Project Manager – Voice Products Development

June 1995-July 1998

Ensured market leadership by leading project management of all new voice product development projects for \$150 million healthcare business, including multi-million dollar OEM contract for hand-held digital dictation device

Various positions in 12-year tenure included Sales Representative (achieved Gold Primus Membership (for 150% sales quota), National Sales Trainer, and Marketing Manager

Jim has the rare skills of being a Marketing guru, knowing how to meet the needs of the customer while maximizing company profits. He has talent, and a sincere desire to make a positive difference while having fun while in the process.

Doug Malcolm Lanier
District Manager



Education

BBA, Marketing, University of New Mexico

Project Management Professional (PMP) Certification