

2650 Danford Way,
Geneva, IL 60134

630-262-9010
tweidner@sbcglobal.net

Thomas Weidner

- Summary** Effective Website Developer, cross-functional marketing team leader, skilled negotiator, resourceful marketing researcher, certified project manager, adept competitor analyst, competent process efficiency engineer, creative collateral innovator, artistic web designer, meticulous quality content manager, thorough HTML/Flash/Photoshop/MySQL/PHP/Search Engine Expert, and energetic strategic planning facilitator.
- Experience**
- CEO – BusiMed (8/04 - Current) Chicago, IL***
- Launch new business targeted at serving business to consumer market
 - Develop and launch focused Marketing campaigns
 - Provide Search Engine Optimization & Data Mining Expertise
 - Build and manage client websites and marketing efforts
 - Provide Quarterly Traffic and Competitive Analysis Reports
- VP - Bus. Dev. – Center for Human Reproduction (4/03-8/04) Chicago, IL***
- Launch and manage quarterly newsletter
 - Develop and launch Segment Marketing campaigns
 - Manage Quarterly Grand Round event attendance
 - Manage Egg Donor, Recipient Matching Programs
 - Launched 2 Business Entities, 2 new Practice Locations
 - Doubled Monthly New Patients Registrations
 - Supervise multi-location Marketing and IT staff
- Marketing Director – Third Coast Network (7/01-4/03) Chicago, IL***
- Launched and manage monthly newsletter for ISP Customer Base
 - Developed and launched Spam/Virus Protection and SEO Campaigns
 - Manage internal and customer Search Engine Optimization Programs
 - Built internal and customer static and dynamic websites
- Marketing Communications Mgr. – Lucent/Bell Labs (1998-7/01) Lisle, IL***
- Managed lucent.com customer/distributor/sales portal product content
 - Helped team increase web sales to \$1 Billion
 - Facilitated portal/intranet strategy development/managed 9 webmasters
 - Managed Corporate Interactive Daily Market Watch Newsletter
- Business Development Mgr. – Lucent Technologies (1997-1998) Lisle, IL***
- Facilitated product/market/R&D teams' strategic development sessions
 - Built requirements for web based strategy development tool
 - Developed cross business switching total addressable market forecast
 - Conducted International strategic marketing penetration sessions
- Senior Product Manager – AT&T-NS (1994-1997) Naperville, IL***
- Managed/Expanded IN Service Node Offer / Voice Activated Dialing
 - Chaired AT&T Intelligent Network Sales Training Seminars
 - Built Unified Messaging/Remote Access Server Business Cases

Account Executive – AT&T-NS (1988-1994) Rolling Meadows, IL

- Expanded Ameritech Major Account Centrex Sales
- Received Excellence in Sales Awards for reaching 125% sales goals
- Launched new products including Account Match/Software Express

Marketing Manager – AT&T (1983-1988) Holmdel, NJ

- Developed/Launched independent telephone penetration strategy
- Designed forecasting models/segmentation/ training programs
- Conducted primary marketing research and focus group sessions
- Managed telemarketing marketing research team

Education	Northwestern University, IL,	M.S. Communications	1996
	University of Bridgeport, CT	M.B.A., Marketing	1982
	University of Pennsylvania, PA	Marketing	1979
	LaSalle University, PA	B.A., English	1973

Sample Web Sites:

Web Design	http://www.thestudiorecord.com
	http://www.reproductivegenetics.com
	http://www.centerforhumanreprod.com
	http://www.lucent.com
	http://saludchicago.com
	http://endometriosisinstitute.com/index.html

Publishing Interactive HTML Newsletters

Search Engine Optimization Expert

XML, HTML, Cold Fusion, Flash, Javascript, ASP, MySQL, PHP, Quark

Skills	- Developing & Managing Internet Resources
	- Facilitating Strategy Development Sessions
	- Conducting Sales Training Seminars, Trade Shows
Strengths	- Implementing Market Penetration Strategies and Tactics
	- Launching new products and services
	- Exceeding Sales Goals
	- Managing Product Development Cycles
	- Building Aligned Internal, Partner and Vendor Teams
	- Developing Useful Competitive and Segment Analysis
	- Negotiating complex contracts and special terms
	- Providing customer service and retention management