

THOMAS S. MCDONALD
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PROFESSIONAL EXPERIENCE

MCDONALD SALES AND MARKETING, LLC
La Crosse, Wisconsin

June 2002 – Present

SELF EMPLOYED, SALES AND MARKETING EXECUTIVE= Hands On/Implementation

- * Assessed Rights to Win
- * Analyzed Supporting Marketing Materials including Messaging and Value Propositions
- * Evaluated Lead Generation, Lead Qualification, CRM and Social Media efforts
- * Developed and Implemented Sales Process
- * Managed and Measured Sales Success via Sales Metrics with Supporting Software

N2N SERVICES
Atlanta, Georgia

OUTSOURCED SALES AND MARKETING CONSULTANT; BUSINESS DEVELOPMENT

- * Hired by and reported to CEO/Owner; Higher Education and K-12 focus
- * ***Developed Student Success: Gain, Engage, Retain, Graduate strategy***
- * Created Sales Process supported by ROI Calculation
- * Start up division of professional services organization

X2 SALES SYSTEM
Columbus, Ohio

OUTSOURCED BUSINESS DEVELOPMENT EXECUTIVE

- * Partnered with sales performance improvement consulting firm to strategically advance client B2B lead to appointment ratios by 600% and generate an average client return on investment to over 1,200 %
- * ***Generated over \$400,000 in new, gross, business revenues in start-up organization***

BRAINX/LEARN.COM>ORACLE
Camarillo, CA>Redwood City, CA

OUTSOURCED BUSINESS DEVELOPMENT EXECUTIVE

- * Research Driven , Classroom Proven, Advanced, Sustained, Long Term, Learning, Transfer and Application, Resulting in Advanced, Sustained, Student Success, Performance Improvement Outcomes - Truly Personalized, Learning Software
- * Developed and Search Engine Optimized Website with other Social Media Sites
- * Generated AA-ISP and Positive Solutions Charter School as Clients

MANAGEMENT RECRUITERS OF WINONA (Franchise of MRI)
Winona, Minnesota

November 1998 – January 2002

ACCOUNT EXECUTIVE

- * Datacom, Telecom, IP, nationwide professional search and placement services
- * Pacesetter, 2000; #3 Regional Telecom AE, #6 National Telecom AE, MRI
- * ***100% of plan 1999, 160% of plan 2000; Averaged over 100% of plan during entire tenure***

MCI TELECOMMUNICATIONS CORPORATION - MCI DIRECT

Minneapolis, Minnesota

February 1997- November 1998

ACCOUNT EXECUTIVE - Branch Office Position

- * Business to business, face to face, outside, acquisition sales of telecom products
- * **Generated over \$400k of annualized re-occurring, new business revenue from scratch through small and medium business to business cold-calling**
- * Multiple sales award winner; MCI Gears sales training graduate.

FRANCISCAN SKEMP HEALTHCARE, MAYO HEALTH SYSTEM

La Crosse, Wisconsin

November 1995-August 1996

MARKETING SERVICE LINE MANAGER, MANAGED CARE - Reported to Executive Director of Health System Co-Owned HMO - Health system employee

- * **Created marketing plan, member handbook, and recipient information piece for new managed care venture - Medicaid Risk. Facilitated related meetings for this initiative which was budgeted to add 7,018 new members by January 1, 1997**
- * Created an office, a filing system and a competitive database for a new position, in a new department, in a recently, vertically integrated and merged health system

MIDWEST SECURITY INSURANCE COMPANIES

Onalaska, Wisconsin

July 1994 - July 1995

REGIONAL DIRECTOR - Reported to AVP of Marketing - Home office position

- * Aggressively promoted Health and Ancillary Products through a contracted independent agency network in the States of Wisconsin, Minnesota and Iowa
- * **Successfully set up internal office, and managed territory promoting cost effectiveness and efficiency**

UNITY HEALTH PLANS (Formerly HMO OF WISCONSIN INSURANCE CORPORATION)

Sauk City, Wisconsin

November 1986 - July 1994

MARKETING CONSULTANT - Reported to Director of Marketing - Branch office position

- * Was area sales manager, who personally and through brokers marketed, prospected, sold, enrolled, serviced and renewed accounts for an IPA gatekeeper model HMO, throughout thirteen Wisconsin counties, which accounted for twenty-four percent of company enrollment
- * **Territory was the most profitable (over formula) company-wide**

STANLEY MCDONALD AGENCY OF ILLINOIS -Founded by grandfather in 1914

La Crosse, Wisconsin

January 1976-February 1986

AGENCY PRINCIPAL

- * **Produced consistently higher sales and income figures year to year in an industry where individual pricing was on a substantial decline**

EDUCATION

- * Bachelor of Science: Major -Business Administration
- * University of Wisconsin-La Crosse, August 1977
- * **Honors Graduate**