

Michael M. Bauer
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“Mike is a practical results oriented business development and marketing executive. Highly focused and tenacious, creative and innovative, he can effectively strategize and execute.”

Richard Eppel, former President of Parallel Computers, I-Bus and Annasoft Systems

Work Experience

Business Consultant and Coach

Awareness Into Action (3/2017-present)

Standout Results:

- **Over a period of a year and half, supported a Founder/CEO to address major business challenges, position and sell his company to a foreign competitor**

Provide hands-on marketing and business development consulting services utilizing a new paradigm approach; supportive services to companies becoming Certified B Corporations (e.g. facilitation, project management, and training); and one-on-one executive coaching.

Marketing and Business Development Manager

Ranch Systems (1/2013-12/2016)

Standout results:

- **Developed and closed breakout OEM technology and private label sales agreements with the world #2 provider of pivot irrigation, valued at over \$3/4M**
- **In response to an agricultural market downturn, identified and successfully entered the water monitoring market within six months, culminating in the business development of a \$1M+ landmark project in Ventura County**

Hands-on role reporting to the President with director level responsibility for marketing, business development and sales in a wireless technology company that provides monitoring and control solutions to the agriculture and water markets, both directly and through a reseller channel

- **Product Marketing:** introduced several new products, worked cross functionally with engineering, manufacturing and sales, served as the “voice of the customer”, tracked competitors and market dynamics
- **Marketing:** manage the entire mix, repositioned company and products; developed a new website, collateral materials, presentations and sales tools to support more focused marketing and messaging, created and implemented annual Partner Conference
- **Channel Development:** identified new territories and established reseller partners, created a reseller program
- **Sales:** managed two salespeople and the sales function, developed a geographically focused sales strategy, revitalized Australian reseller network, incorporated OEMs into the channel strategy

- Business Development: played the point position in new business activities, spearheaded entry into the water market, identified and initiated activities with several OEM and other partners in existing and new markets

Marketing Manager

EchoFirst, formerly PVT Solar (2011-2012)

Standout results:

- **Identified and provided evidence to top management of misguided business strategy**

Fulfilled a gamut of marketing communications and product marketing functions for a BtoC and BtoB hybrid (solar electric/solar hot water/solar space heating) system manufacturer (start-up) targeting homebuilders and homeowners

- Researched, developed, project managed and measured new BtoC and BtoB lead generation campaigns, including print ad, direct mail, internet advertising, SEO, email marketing, social media; defined, monitored and reported metrics using CRM system and Excel
- Led a cross functional team in defining and implementing the “prospect-to-close” process
- Created sales and marketing collaterals/tools, maintained on-line marketing resource center
- Planned and executed regional marketing campaigns, including public relations activities (e.g. press releases and conference speaking) and trade show exhibition
- Executed channel communications through email marketing and webinars
- Provided marketing support to a dealer network and sales team
- Implemented dealer partnership programs, including MDF

Marketing Manager

SunWize Technologies (2008-2011)

Standout Results:

- **Developed the annual marketing plan with a budget of over \$1M**
- **Quickly identified and exploited new geographic market opportunities with business development activities**
- **Conceived, planned and executed a two-day “roadshow” training and grew it to be a nationwide, signature program**
- **Created and hosted a weekly webinar series focusing on new technologies and products that was regularly attended by 100 or more people**

Handled a wide range of BtoC and BtoB marketing communications and product marketing duties for the solar equipment wholesale/distribution business; past roles included marketing duties for residential and commercial solar installation (BtoB) businesses

- Developed market plans and budgets, strategy, positioning, messaging
- Researched, developed, project managed and measured new BtoC and BtoB lead generation campaigns, including print ad, direct mail, internet advertising, SEO, email marketing, etc.
- Managed all Marcom, including print and internet advertising as well as PR
- Developed and implemented dealer partnership programs
- Planned and executed events, including tradeshow and trainings

- Supported a national dealer network and sales team
- Planned and executed regional marketing campaigns with top dealers
- Executed communications through email marketing, webinars and newsletter
- Created new sales and marketing collaterals, including corporate brochure, product catalog, .ppt presentations, product datasheets and brochures; developed positioning and messaging
- Wrote press releases, articles, content for collateral and website
- Rolled out new products to the marketplace
- Identified and investigated new markets and business opportunities; analyzed competition
- Maintained relations with key partners and vendors, managed MDF funds
- Managed marketing staff as well as outside vendors (including PR agency)

Real Estate Developer, Solar Home Builder, Contractor

Self-employed (2000-2007)

Standout results:

- **Went from purchase of raw land to sale in the framing stage to escrow close of new home in 18 months in the County of Marin, an unheard of and unofficial record**

Built custom solar homes (with active and passive features) on undeveloped acreage in West Marin County

- Identified, evaluated and purchased raw land, procured financing
- Designed homes using traditional and alternative materials; incorporated various solar and green design features and technologies (e.g. photovoltaic grid-tie systems, passive solar heating)
- Worked with engineering and drafting professionals to achieve submittal packages; worked with County planning, environmental health, public works and building departments on obtaining permits
- Constructed homes; hands-on work as well as project management of sub-contractors
- Contracted with homeowners on major home improvements (e.g. kitchen remodels, decks)

Director of Marketing and Business Development

Annasoft Systems (1997-1999)

Standout results:

- **Found a hidden opportunity in the market and quickly exploited it to provide the primary source of revenue doubling over a two year period**

Performed marketing and business development responsibilities for a Windows CE embedded software company in high growth mode, including merger related activities

- Identified and researched target market segments; formulated market plans; made contacts
- Uncovered major business opportunities
- Rethought and revitalized a third party H/W alliance program; created structured sales training and support; conceptualized and created a co-op advertising campaign
- Worked closely with engineering in developing product plans
- Teamed with a public relations firm to develop a comprehensive PR strategy and plan
- Collaborated with an advertising agency on ad campaigns (print and internet)

- Created sales collateral, authored trade press articles, managed website and content
- Formulated a fiscal year marketing plan; managed a \$500K budget

Product Manager

Embedded Systems Division, Santa Cruz Operation (1997)

Standout results:

- **Rapidly discerned existing Thin Client market focus was a dead-end and redirected division efforts on the Telecom market**

Developed a market and product strategy for PC-based Unix operating system in the service provider (wireline and wireless) portion of the Telecommunications market.

- Conducted extensive segmentation and revenue analysis of the domestic and European Telecom customer base and markets; defined market and product requirements
- Formed strategic partnerships with software, DSP, and hardware platform companies to enter emerging high growth market segments and gain competitive advantage
- Contributed to PRD specifying new OS features

Product Manager, Business Development Manager

I-Bus (1994-1997)

Standout Results:

- **Brought in when revenues were flat at \$18M, became the point person in identifying an emerging market and refocusing marketing, business development and product development efforts, in process turning the company from an industrial computer manufacturer into a Telecom platform provider, reigniting revenue growth to \$36M over a period of three years**

Managed all aspects of product marketing, product management, and business development related to the Telecommunications market for broad range of fault tolerant, passive backplane computer hardware systems

- Researched, conceptualized and implemented a vertical market strategy in a previously horizontally focused industrial computer company
- Identified and developed dozens of OEM business opportunities; wrote proposals, responded to RFQs, oversaw custom developments
- Brought four new products from design into production, working in teams with people from engineering, manufacturing, quality, purchasing, sales and marketing
- Wrote and implemented market and product plans (MRDs and PRDs), including product definition, competitive analysis, pricing, and product rollout
- Developed and implemented a European market strategy
- Coordinated and participated in domestic and international trade shows
- Authored numerous trade press articles, wrote ad copy, press releases and product datasheets
- Supported the sales effort, including product and sales training (direct and inside sales, manufacturer's representatives and international distributors)

Marketing and Business Development Consultant

Information Into Action (1989-1994)

Standout Results:

- **Discerned the need/opportunity for the multi-client study Real-Time Computing in Europe, spent five months in Europe conducting primary research and writing the report, which was subscribed to by virtually every major player in the industry, including Intel, Motorola, Hewlett Packard, Siemens, DEC and Wind River Systems**

Created own consultancy, working closely with RTOS and VME clients involved in real-time and embedded computer systems. Projects included: market research (US and Europe), competitive and market analysis, channel development, strategic alliances, technology acquisition, product marketing, strategic planning, collateral development, and marketing communications. Clients included US and European companies: Hewlett Packard (US and Germany), Digital Equipment Corporation (France), Philips (Netherlands), Motorola (US), Intel (UK), Siemens (Germany), GSI Tecs (France), Integrated Systems Inc.(US), and Wind River Systems (US).

Director, Marketing and Sales

Lynx Real-Time Systems (1988-1989)

Standout Results:

- **Executed Sales and Marketing activities that led to the company winning the NASA Space Station project, elevating it to a new level**

Performed all sales and marketing duties in helping transition a real-time UNIX systems software company from start-up into operations and productize a core technology. Key contributions included product positioning, creating sales/marketing materials, infrastructure and processes, and developing sales channels.

Market Research and Marketing Consultant

(1985-1988)

Standout Results:

- **Led the creation of a national sales channel of manufacturers' reps in less than 3 months for Maxitron**
- **Researched and wrote for the Yankee Group a major industry study entitled The Role of Systems Integrators in the Industrial Automation Marketplace**

Worked as a contractor with major high technology market research firms such as Dataquest, Gartner Group, Yankee Group as well as an independent consultant with companies involved in industrial automation including HP, Parallel Computer, Siemens and Maxitron.

Education

MBA, Santa Clara University

BA, University of California Santa Cruz