

## Executive Leadership Profile

# Robert W. Carter

Cell 801.232.5227  
[bcarter@etomarket.com](mailto:bcarter@etomarket.com)

Bountiful, Utah

Home 801.298.8382  
[www.robertwcarter.info](http://www.robertwcarter.info)

**Sales | Marketing | Operations | Engineering | Maintenance | Supply & Distribution**

**Recognized as a Highly Creative, Successful, and Versatile Senior Executive and Company Leader with full range of business expertise and experience**

**A passionate, poised and market-savvy, Entrepreneurial-styled Business Executive with P&L, Sales, Marketing, Operations, Finance, & International Development Experience**

**Record of Leading High-Growth Corporations and Launching multiple Start-ups which often experience rapid growth, with exposure to 100 companies in a broad range of industries, leveraging opportunities from concept to multimillion-dollar sales**

## I n d u s t r i e s

- Software/Service Industry – 10+ years
- Business Consulting – 5+ years
- Petrochemical – 5+ years
- Mining/minerals – 5+ years
- Multi Media, Film, Video Production – 5+ years
- Unmanned Aerial Systems – 5 years
- Maintenance & Engineering – 10+ years
- Plant Operations – 5+ years
- Energy & Combustion – 2+ years
- R&D/Environmental – 5+ years
- Construction/Project Management – 5+ years
- Paper Mill – 1 year

## Career Overview

- Record of driving shareholder value, closing high-profile customers, and long-term multimillion-dollar growth in both revenue and profitability, building revenue streams, capturing key accounts, penetrating markets and sustaining presence
- Record of securing long-term multimillion-dollar contracts with companies throughout the US, exceptional record of closing sales
- Key leadership role in launch of 7 startups in a diverse assortment of industries, many successful through exit or continued growth, only one eventually closing three years after leaving as CEO
- Spearheaded numerous world class software implementation efforts which were featured or profiled in (trade) magazines
- Reputation for winning and retaining personnel loyalty through 20+ years in management, many leaving jobs to get on board when launching new companies
- Skillful and shrewd negotiator with extensive record of finessing contracts of all types, i.e., IT leases, building lease, supply contracts, VC agreements, sales contracts, and many more
- Capable of leveraging key social media outlets to enhance marketing prospects, having demonstrated keen insights in talks given at industry conferences
- Exceptional communicator and consultant who can sell self, knowledge base and methodology in a matter of days
- Excellent understanding of modeling, margins, profitability, and simulations, leading to millions of dollars in cost savings
- Know how to achieve mass exposure through a full range of multimedia outlets, from trade shows to magazine to TV to business associations.

## C o r e C o m p s

- Budgeting, Budget Modeling & Analysis
- Capturing and Closing Strategic Deals
- Client Relations
- Costing, Scheduling, Resource Management
- CRM-based Claims Management, Mapping
- Education & Training
- Financial Management & Maintenance Systems, Modeling and Forecasting, Data Modeling and Reporting
- Grant Writing
- Investment Capital Fundraising
- Managing Complex Business Relationships
- Penetrating New Markets
- Project Management (Multimillion-dollar)
- Relationships With Numerous Fortune 500 Clients
- Sales Forecasting
- Start-Up & Emerging Ventures
- Territory Management
- Website and eCommerce Tools, Web-based Solutions
- Building Long-Term Strategic Relationships
- Change Control
- Computer Model Simulations
- Creating and Implementing Market-Entry Strategies
- Cross-Functional Team Building & Management
- Engineering Management
- Forecasting Models (100+)
- Human Resources
- Lobbying
- Market Analysis
- Product Life Cycle Management
- R&D
- Risk Management
- Sales Team Management
- Strategic Marketing Relationships
- Venture Capital Fundraising
- World Class Software Implementation
- Business Process Engineering
- Change Management & Software
- Contract Negotiations
- Creating New Profitable Companies
- Database Management
- Facility Building
- Fundraising
- Internet Marketing & Social Media
- M&A
- Marketing, All Phases from Internet to Face-to-Face
- Product Marketing
- Recruiting
- Sales Cycle Management
- Software Programmer Management
- Strategic Planning
- Video & Print Media

## Career Highlights

- **Led First Choice Solutions to distinction as one of the Top 100 Fastest Growing Companies in Utah, honored by the governor, for spurring initial national startup annual sales growth from \$0 to over \$12 million run-rate in four years... Closed three rounds of venture capital totaling \$14 million to grow First Choice Solutions from a local software and claims service provided to the national leader**
- **Led rapid growth of first solo startup company, TEIS, then sold out to Revere, Inc. within nine months of inception**
- **Led EnVision Technology Solutions from \$200k in sales to over \$3 million in sales within two years, then successfully negotiated the sale of 50% of the company to CNA**

- **Successfully spun off an unmanned flight technology out of Brigham Young University and launched Flying Sensors Productions, engineering remote-controlled flight platforms to capture quality video footage from unmanned helicopters, airships and planes. Sample videos at [www.flyingsensors.com](http://www.flyingsensors.com)**
- **Negotiated, closed and implemented large contracts with Walt Disney World, Shaw, Square D, United Airlines, Yale, Battelle, Dugway Proving Grounds, State of Utah, Allstate, USAA, State Farm, and LYNX**
- **Developed a phenomenal portfolio from video production business in tourism, sporting events, corporate filming, TV commercials, and other areas, selling high level contracts**

## Select Accomplishments

**FLYING SENSORS PRODUCTIONS**, Salt Lake City, Utah 2006 to Present  
*Full service video production company using aerial & ground HD equipment to offer a unique high-quality aerial delivery platform.*

### CEO / VP of Sales

- ❑ Envisioned, launched, built and led a successful and unique startup full-service video production company
- ❑ Penetrated domestic and international markets (South Africa) to drive long-term revenue growth
- ❑ Generated more than \$1.2 million in sales revenue
- ❑ Forged fruitful relationships with many key clients including Battelle, Dugway, USFS, State of Utah, and Hyperblimp
- ❑ Closed significant business deals to provide content to major cable networks and motion pictures (i.e., ESPN, World Championship sporting events, racing events, bass fishing championships, charity events, etc.)

**EXCELLENCE TO MARKET**, Salt Lake City, Utah 2005 to Present  
*Engineering, Software Development, Project Management, Business Process Consulting, and private Venture Capital Company providing services to large corporations and research universities.*

### CEO / VP of Sales / Consultant

- ❑ Launched and built a startup engineering, software development, project management and business process consulting venture and led to competitive profitability
- ❑ Structured, negotiated, and secured multimillion-dollar contracts with corporate accounts throughout the U.S., amassing total contract value over \$1.8 million
- ❑ Initiated and promoted six tech transfer projects with Utah State University, University of Utah, and Brigham Young University

**FIRST CHOICE SOLUTIONS**, Salt Lake City, Utah 2000 to 2005  
*\$12 million Software & Service Company with 110 employees providing services to all major insurance companies – serving network of 3,000+ mobile electronics installation facilities across the US.*

### CEO / VP of Sales

- ❑ Secured an exclusive national multimillion-dollar insurance replacement program with USAA and captured a lucrative bundled replacement contract with Allstate and LYNX
- ❑ Led and closed three rounds of venture capital funding in capturing nearly \$14 million
- ❑ Built the permanent infrastructure that spurred 1300% growth + personnel expansion from 8 to 110
- ❑ Hired, trained, developed, mentored, and led national sales team to consistently achieve or surpass sales and revenue objectives of year-over-year growth greater than 50%

ENVISION TECHNOLOGY SOLUTIONS, Salt Lake City, Utah

1998 - 2000

**Senior Sales Executive/Officer**

- ❑ Expanded personnel 5-fold to 50 and drove annual revenues more than 10-fold from less than \$500k to over \$5 million
- ❑ Developed and launched a risk management software solution for large self-insured companies
- ❑ Retained board reporting responsibilities and all daily operational and fiscal activities
- ❑ Orchestrated 50% sale of company to a strategic investor during second year of operation
- ❑ Directly responsible for sales, implementation, customer support, accounting and fiscal reporting to the board of directors

CERTIFICATE MANAGEMENT SOLUTIONS (CMS), Chicago, Illinois

1999 – 2000

**CEO/VP Sales**

- ❑ Achieved one-year growth of startup from zero to \$1 million in revenue
- ❑ Developed the call center and technology infrastructure to support storage and delivery of certificates of insurance on a national basis

REVERE INC. / TEIS, Salt Lake City, Utah

1995 - 1998

**Western Regional Manager** (Revere) (1996-98)**CEO/VP Sales** (TEIS) (1995-96)

- ❑ Grew sales of Western Region software and service from zero to over \$3 million in 18 months
- ❑ Successfully sold TEIS to Revere within one year of inception
- ❑ Set up initial marketing pull-through strategy for the MM-1 automated maintenance manual product and orchestrated nationwide sales

GREAT SALT LAKE MINERALS, Ogden, Utah

1993 - 1996

**Division Manager, Maintenance & Engineering**

- ❑ Rendered the world's first fully implemented activity-based computerized maintenance management system (CMMS) for purchasing, store, maintenance and accounting activities, an event spotlighted *in Plant Services and Managing Automation*

REACTION ENGINEERING INTERNATIONAL, Salt Lake City, Utah

1991 – 1993

**Project Manager**

- ❑ Among the first three hires charged with starting this research company
- ❑ Completed project design of two 1,000,000 BTU multi-fuel combustion facilities

PHILLIPS 66 REFINERY, Salt Lake City, Utah

1989 - 1991

**Project, Process & Planning Engineer**

- ❑ Coordinated two major projects totaling \$6 million
- ❑ Completed 20+ jobs each under \$1.5 million including a new online blending system, MTBE injection facility and several process control projects, all within budget guidelines and on schedule

CHEVRON USA REFINERY, El Paso, Texas

1987 - 1989

**Project, Process & Planning Engineer**

- ❑ Led a major \$20 million turnaround project, completing successfully on time and within budget
- ❑ Completed 20+ jobs between \$500k and \$1.5 million

---

## Education & Development

---

University Of Utah at Salt Lake City

**MBA** (1996)

**BS Chemical Engineering** (1987)

Professional Engineering Certification – State of Utah

---

## Computer & Technical Skills

---

Microsoft Office Tools, Microsoft Project, Salesforce CRM, Financial Systems, Computerized Maintenance Management Systems Implementation, Systems Databases.