



Darren A. Vader

“It was clear early in his tenure that he knew what business is all about. He is well organized and thrives under adversity. He keeps a sharp eye on the bottom line, but realizes, too that customer satisfaction is what makes or breaks your business. I suppose that succeeding in business is easy if you are, as he is, driven in equal measure by both quality and efficiency.”

- Martin Siebert
- VP, Radiant Systems

INTRODUCTION

“ You can always spend a lot of money and drop a chandelier on people, but if you can break their hearts, then you’ve got something. ”

- Ron Bohmer

DARREN ANDREW VADER | MARKETING PROFESSIONAL

My career began in the trenches of some of the premier printing and high-end color shops in the country. Working in environments that required me to perform quality control on the electronic files of the countries top agencies and designers gave me a solid education in good design. It also taught me that marketing is the glue that holds a capital market together. Design, production, research, sales, operations; these pieces of the puzzle and many others are tied into the target consciousness of the consumer through the marketing mechanism.

I am a creative, award-winning Marketing Professional with an outstanding record of success, receiving six ADDY awards and Radiant Systems, Inc. Employee of the Quarter. Strong business acumen with the ability to develop and execute a wide range of sales and marketing strategies designed to establish market presence and increase revenue and profitability. A proven performer who moves easily from vision and strategy to implementation and follow-through. Skilled at building sales channels and integrating sales and marketing organizations following a corporate acquisition.

Key strengths include:

- New Product Research & Introduction
- Channel Development & Management
- Design/Development, Web/Print/Multimedia
- Market Communications Planning
- Creative Advertising Design & Production
- Operations Management & Engineering
- Product Lifecycle Management

I am seeking a growth oriented marketing or product manager, director or vice president position within a dynamic best-of-breed organization that celebrates the road to success with as much passion as success itself.

Please see my complete resume and portfolio online at: www.darrevader.com

Cordially,



“Darren has the technical savvy, the creativity and the entrepreneurial spirit we were looking for in the person we chose to head up our marketing efforts.”

- Kathleen Hanafan
- President, Onit

EXPERIENCE

Onit Communications, Inc. | Director of Marketing

Farmers Branch, Texas | June 2005 – February 2007

Led the marketing and business development activities for this provider of hosted voice-over-ip PBX services to the SMB market. Primary challenge was focused on the integration of acquisition targets and the development and implementation of organic growth plans. This included the need to expand the technology solutions available for direct and indirect distribution teams through internal development and strategic partnerships, alliances and acquisitions. Responsible for strategic P&L management, business-to-business marketing, advertising, public relations, press releases direct sales and channel sales initiatives. Managed a staff of 6 including product managers and direct sales team members. Reported directly to the President and COO.

- Developed product pricing and packaging mechanisms to meet the demands of the competitive voice-over-ip marketplace.
- Created and launched 'YapON', 'Lone Star' and 'TruVoIP' voice-over-ip products for small business and directed their national launches – on target to deliver \$3 million in first year revenue.
- Directed sales team to a more than 200% increase in monthly recurring sales.
- Developed strategic online marketing initiatives including newsletters, positioning and PPC resulting in 500% increase in unique site visits and qualified sales leads.
- Oversaw the development of online customer management portals for online billing, CDR analysis, technical support and provisioning.
- Functioned as product marketing liaison with vendors including Cisco Systems, Tekelec, Talkswitch, Fonality, Broadwing, Xspedius, Alpheus and others.
- Developed a 3-tier channel marketing program executed in thirteen U.S. markets that is on target to deliver over \$2 million in additional 1st year revenue.
- Forged strategic alliances with technology companies IPcelerate, Telrex, CTI, FaxBack, IP Blue and others to distribute hosted applications alongside the core product line resulting in nearly \$1 million in 1st year revenue.
- Led the marketing and customer integration requirements of 4 corporate acquisitions.

Radiant Systems, Inc. | Director of Marketing, Hospitality Division

Bedford, Texas | June 2000 –April 2005

Directed the domestic and international marketing operations of this \$225 million high profile hospitality technology firm. Primary challenge was focused on the development of new sales channels in support of the company's aggressive growth plan. Hands on responsibilities included strategic P&L management, strategic planning, market and competitive analysis, advertising schedules and campaign planning, multimedia, web design, sales support, channel development and support, partner development, management and support, creative management, lead generation and tradeshow logistics. Managed a staff of 8 marketing specialists covering the areas of graphic design, public relations, copywriting, special projects and administration. Reported directly to the Vice President of International Sales & Marketing.

- Radiant Systems, Inc. Employee of the Quarter, Q4 2004
- Spearheaded strategic internet marketing initiatives, boosting views per month from 10,000 to over 1 million in less than 18 months.
- Created and managed the development of 4 international web portals, 3 client targeted portals and 3 corporate web sites.
- Increased program revenue by more than 27% through the development and implementation of an international partner program and partner product certification program.
- Developed a "Visual Technologies" campaign, resulting in the creation of a Visual Technologies Division supporting wireless handheld, web ordering, kiosk and visual point-of-sale product lines with a 1st year revenue target of \$8 million.
- Generated a new profit center by creating multiple online and offline advertising opportunities for resellers and partners to offset the \$3.5 million annual marketing expense (budget).

“I can truthfully say that he is an exemplary person to work with; talented, reliable, a team player, good natured and above all, dedicated to successfully exceeding the goal at hand.”

- Amanda Foster
- Radiant Systems

EXPERIENCE

(continued)

Graphic Technologies, Inc | Internet Services Director

Ft. Worth, Texas | 1997 - 2000

Managed the development of internet, multimedia and print-based marketing campaigns for internal and external clients, including the re-branding of Graphic Technologies. This was a startup division of a commercial printing organization. Primary challenges included growing web-based application and multimedia revenue while managing growth against the company's budget policy.

- Oversaw marketing operations, supervising a staff of 5 web developers, writing and presenting proposals, budgeting and developing layout concept and design for print and multimedia projects.
- Directed major marketing projects, overseeing the development of the internet/multimedia department as a stand-alone startup.

DCX, Inc. | Co-Founder & President

Dallas, Texas | 1995 - 1996

Founded an early adaptor internet service provider (ISP) servicing 30 metropolitan areas across the United States, overseeing all aspects of growth from startup to 1st year revenue approaching \$1 million.

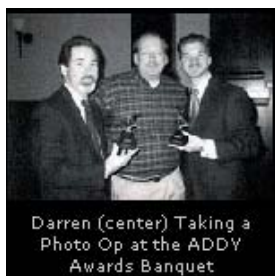
- Directed the marketing efforts of the company's national launch including television, radio, print and online campaigns.
- Launched the now famous "AOL Graduates" program for customer acquisition.

Electronic Pre-Press Management | Production Shift Lead, EPP Director

Dallas, Texas | Seattle, Washington | 1987 - 1995

Started this creative career driving a delivery truck for Bob's Printing in Hurst, Texas. The next ten years included operations positions in electronic pre-press with Retail Graphics (RG Color), Blanks Color Imaging, Williamson Printing and Wilson Engraving as well as electronic pre-press management positions with ColorScan Dallas, Graphic Technologies and Overlake Press in Seattle, Washington.

- Fluent knowledge of pre-press and printing processes and procedures.
- Experience managing print production in 24x7 environments and on multiple platforms.
- Skilled in the operation of all types of graphics arts equipment including proofing (Kodak, 3M, Fuji), Scanning (drum, flat, sheet fed), imaging (film and plate) and assembly (Barco, Scitex, Quantel, Mac, Win) and all related applications (Quark, InDesign, Photoshop, Illustrator, Freehand, etc.)



Darren (center) Taking a Photo Op at the ADDY Awards Banquet

EDUCATION

REGIS UNIVERSITY, Denver, Colorado
Master of Business Administration May 2006
gpa 3.89/4.0

UNIVERSITY OF PHOENIX, Phoenix, Arizona
Bachelor of Science in Marketing May 2003
gpa 3.73/4.0

TEXAS CHRISTIAN UNIVERSITY, Ft. Worth, Texas
Music Theory & Composition Honors Program Nov. 1988-May 1991
Advertising/Public Relations

HONORS & AWARDS

Radiant Systems, Inc. Employee of the Quarter, Q4 2004
Awarded 8 Radiant Systems awards of merit (Mahalo) by internal groups
ADDY Award for Multimedia/Interactive Media, 2001 (Three Awards)
ADDY Award for Best Original Musical Score, 2001
ADDY Award for Multimedia/Interactive Media, 2000
ADDY Award for Multimedia/Interactive Media, 1999
Texas Christian University Music Scholarship, 1988-1991

CONTACT

Darren A. Vader
1441 Providence Boulevard
Providence Village, Texas, 76227
Home: 940-365-1407
dv@darrenvader.com

PORTFOLIO

Online Portfolio is Available for Your Convenience at:
www.darrenvader.com