



“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 VADER | Entrepreneur, Multimedia Designer & 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 (for interactive ecommerce design, print media and musical composition) and Radiant Systems, Inc. Employee of the Quarter. I have a 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. I am a proven performer who moves easily from vision and strategy to implementation and follow-through and am skilled at building sales channels and integrating sales and marketing organizations following a corporate acquisition as well as building a solid foundation for startup growth.

Key strengths include:

- Customer Acquisition and Retention
- Brand Development and Management
- eMarketing, SEO, Online Analytics
- Product Lifecycle Management
- New Product Research & Introduction
- Channel Development & Management
- Design/Development, Web/Print/Multimedia
- Communications Management
- Creative Advertising Design & Production
- Operations Management

I am currently building another successful company, Extreme Lightscares, founded in 2007. Extreme Lightscares utilizes advanced illumination techniques to create holiday marketing events for churches, ministry groups, shopping malls, municipalities and discriminating residences. For more information on our services, please visit www.extremelightscares.com.

A handwritten signature in black ink that reads "Darren A. Vader".

“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

Extreme Lightscapes LLC | Founder, President & CEO

Providence Village, Texas | November 2010 – Present

Extreme Lightscapes provides Animated Christmas Lights, Commercial Christmas Decorating and Christmas Light Installation for any venue with the desire to go the extra mile. We specialize in designing marketing driven Christmas light events and displays for churches and ministry groups, shopping centers and retailers, municipalities, commercial venues and select residences. Synchronized Christmas lights can create an eye catching spectacle in any environment that needs to make a statement and increase traffic..

Retalix USA | Marketing Director

Plano, Texas | July 2007 – November 2010

Develop and execute marketing strategies with the goal of improving the sales pipeline for this global provider of integrated enterprise-wide software solutions for food and fuel retailers and distributors including supermarkets, convenience stores, fuel stations and restaurants. Strategic development and hands on execution of press releases, brochures, case studies, newsletter, webinars, tradeshow, RFPs, Advertising, web site, symposiums, global user conferences and other activities in both online and offline environments. Work closely with outsourced agencies to deliver on target messaging to media and analysts.

Onit Communications, Inc. | Vice President 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.

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. 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.

“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.

DCX, Inc. | Co-Founder & President

Dallas, Texas | 1995 - 1996

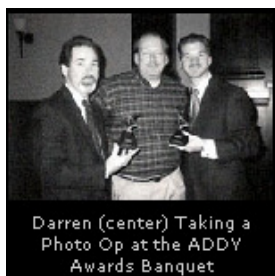
Founded an early adaptor internet service provider (ISP) servicing 30 metropolitan areas across the United States, overseeing all aspects of growth from startup to 1st year revenue approaching \$1 million.

- 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.



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

EDUCATION

REGIS UNIVERSITY, Denver, Colorado May 2006
Master of Business Administration

UNIVERSITY OF PHOENIX, Phoenix, Arizona May 2003
Bachelor of Science in Marketing

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

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