



## RESUME OF CLAUDE WHITMYER

601 Van Ness Avenue, Suite E433, San Francisco, CA 94102

415-648-2667 (ofc) 415-902-2548 (cel) 415-520-5416 (fax)

[www.futureu.com](http://www.futureu.com) - [claudio@futureu.com](mailto:claudio@futureu.com)

### Marketing and Sales Experience

For the last nearly 30 years I've been an entrepreneur and have therefore been involved in every aspect of the sales and marketing cycles for my businesses. The following project summaries emphasize some of my marketing experiences over the past 36 years going all the way back to my first jobs after graduate school starting in 1974. If there is a specific aspect of marketing or sales that you want to query me further about, please feel free to contact me at [claudio at futureu dot com](mailto:claudio@futureu.com).

Co-founder, President

1997 to present

**The University of the Future, LLC aka FutureU™, San Francisco, California**

As director of marketing responsible for all aspects of promoting our products and services. Developed most traditional forms of marketing such as events, advertising, trade shows, marketing collateral, development of our own customer and prospect lists, purchase of targeted direct mail lists, insertions into targeted publications as well as internet marketing vehicles such as user friendly web sites; web analytics, landing page and search engine optimization; useful information, both free and for a premium; e-books; subscription-based content sites; social networking; blogging; and so forth. FutureU is a consulting firm serving both business and academia and specializing in technologically-mediated organizational learning and communications, especially web meetings, virtual teaming, online learning and teaching and virtual communications. Services range from needs assessments, curriculum development, and evaluation to the application of innovative delivery venues, such as the Internet and bus or cruise ship based off-site learning expeditions; a catalog of online and face-to-face learning opportunities for leadership development and professional advancement; and a clearinghouse for business educators and organizational consultants whose common bond is their expertise in leading-edge ideas and best practices.

Project Manager and Curriculum Consultant

1996

**Center for Professional Education, University of Phoenix Online Campus**

Led team to bring continuing professional education program to market. Co-designed and supervised market research efforts to clarify audience identity (corporate managers) and determine their content needs. Co-designed direct mail and advertising campaign as well as collateral materials. Collaborated with team of 12 content developers to design, develop, and deliver 16 corporate training modules and three certificate programs in "Strategic Human Resource Practices," "Strategic Management Practices," and "Strategic Information Systems Practices." Sole author of module outlines and curriculum design, which was then distributed to development team for content creation. Supervised instructors for pilot programs.

Sole Proprietor (Author/Consultant)

1994 to present

**Center for Good Work, San Francisco**

Created marketing and promotion campaign for vocational guidance consultancy. Authored the book *Mindfulness and Meaningful Work: Explorations in Right Livelihood* (22,000 copies in print) around which the campaign was focused. Included national magazine classified ad campaign; newspaper, magazine and radio interviews; direct mail; media reviews of the book; book store book signings. Secondary campaign to promote speaking engagements, workshops & classes to the customers who purchased the book or attended the book signings. Engaged in consulting on management issues of small businesses and computer use in small businesses, with a special focus on the 14 million one person businesses alive and well in America today.

**Founding Program Director**

1993-1995

***Master of Arts in Business Program, School for Transformative Learning  
California Institute of Integral Studies, San Francisco, California***

Created graduate-level academic program in social entrepreneurship and socially responsible business management, emphasizing “new paradigm” management practices. Created advertising and direct mail marketing campaigns. Developed marketing collateral. Wrote and placed press releases. Conducted networking events to recruit graduate student candidates, hosted by individuals from the 35-member community advisor group to the program, made up of local business people and small business government agency representatives. Worked with advisory group to design a business plan and curriculum closely aligned with community needs. Developed curriculum; hired and supervised one full-time and two half-time faculty members, six adjunct faculty members, and three dozen guest lecturers; hired and supervised program staff (including program coordinator and part-time administrative staff). Worked with School for Transformative Learning faculty to design and implement collaborative governance structures, quality assurance policies, and internal research program. Fulfilled all academic and professional roles.

**Sole Proprietor (Author/Consultant)**

1987 to present

**Enterprise Support Center, San Francisco**

Created marketing and promotion campaign for small business consultancy. Authored the book *Running A One-Person Business* (60,000 copies in print) around which the campaign was focused. Included national magazine classified ad campaign; newspaper, magazine and radio interviews; direct mail; media reviews of the book; book store book signings. Secondary campaign to promote speaking engagements, workshops & classes to the customers who purchased the book or attended the book signings. Engaged in consulting on management issues of small businesses and computer use in small businesses, with a special focus on the 14 million one person businesses alive and well in America today.

**Market Researcher**

1986-1987

**Research & Planning for Business, San Francisco**

While at Softyme (see description below) I engaged this company to conduct market research. Having worked with them for almost two-years, **joining this market research firm as a partner** was a natural next step for me. Participated fully in all aspects of company work, including marketing, sales, proposal preparation, research, and reports. Learned and utilized the market research techniques of one-on-one interviews and focus groups. Developed two-step proactive marketing program for partnership involving mail solicitation with follow-up telemarketing. Created and published quarterly newsletter. Produced special promotional events. Responsible for creation and maintenance of computer systems for survey analysis, document processing, and accounting. Developed personnel and policy manual. Supervised one employee in the operation of the business and various subcontractors in the execution of projects. Clients included *Apple Computer, Fujitsu America, Hibernia Bank, Pacific Bell, Southland Corporation*. Deregulation of the mini-Bells caused our primary group of clients to sharply reduce our market research services because they had all become competitors. Pacific Bell was the only company to continue to engage us and the drastic loss of business forced us to dissolve the partnership while we each concentrated on launching new individual ventures.

**Communications Consultant**

1986-1987

**Pacific Bell, San Francisco and San Ramon**

In consultation with Corporate Communications department managers, designed and lead implementation of two small-business trade shows conceived to position Pacific Bell as a small business advocate. Trade shows included more than 100 floor vendors and dozens of small business workshops. Helped recruit and coach presenters.

**Director of Marketing** 1985-1989

Noren Institute, San Francisco

Partner in this private business school. Created marketing and promotion campaign for twice yearly program of “learning expeditions” about various aspects of small business management. Included national magazine classified ad campaign; newspaper, magazine and radio interviews; direct mail; and networking. Students were loaded into a bus and taken to visit actual businesses that illustrated specific topics. Workshops included “Running A One-Person Business,” “Marketing Without Advertising,” “Managing Personnel,” “Growth Management,” “Alternative Ways to Finance Your Business,” “Honest Selling,” “Honest Consulting” and “Fun in Business.” small business consultancy. Secondary promotional campaign for consulting services to graduates of the programs.

**Marketing and Center Manager** 1985-1986

***Learning Resource Center, New College of California, San Francisco***

As Center Manager, had primary responsibility for development of academic computing program for faculty, staff and students with a secondary goal of serving the local community. Conducted market feasibility study, then created business plan to make center financially self-supporting by offering work skills training to both Spanish and English speakers in the local community. Created marketing and promotion campaign three times a year programs promoting word processing, spreadsheet use, telephone skills and other critical work skills. Developed catalog and brochures distributed on campus and via direct mail. Also conducted ad campaign in local newspapers, magazines, and radio. Developed *Personnel & Policy Manual* and supervise 4 support staff.

**Director of Value-Added Services** 1983-1985

***Softyme, Inc., San Francisco***

Member senior management team of \$7,000,000 high-tech startup. Designed and created special “Value-Added Services” department to provide pre and post sales support as well as customer and supplier support services. Managed department during critical start-up phase. Answered directly to the Vice-President of Value Added Services and the CEO. Stood in for V.P. at Board meetings and company meetings when necessary. Created management and reporting systems. Recruited and hired staff. Directly supervised three employees. Provided meeting facilitation and technical and training support for all departments. Originally recruited as independent consultant to help build management team for high-tech start-up company specializing in electronic distribution of software, using high-speed data transmission over telephone lines. Company was acquired by major investor.

**General Manager** 1980-1983

***Living Lightly, Inc., San Francisco***

This 3,000 ft<sup>2</sup> alternative energy/appropriate technology retail store grew from \$50,000 in annual sales to over \$300,000 under my leadership. Collaborated with Marketing Director on sales, marketing and promotion efforts. Co-managed co-op advertising budget, published monthly newsletter, organized weekly workshops on organic gardening, energy conservation, home insulation, demand hot water heaters, etc. Advertised in local “shopper” papers and in “Thursday Specials” section of the city’s major newspapers. Chairman of the Board, General Manager, and 10% shareholder in corporation. Other duties included bookkeeping, purchasing and inventory control, new product research and testing. Store specialized in reasonably priced energy conserving, environmentally sound products for city living. Kitchen items, furniture, appliances, organic gardening, books, and outdoor gear were among the departments. Primarily responsible for designing and implementing systems and procedures responsible for the company’s growth.

**Owner/Manager** 1980-1983

**Special Services, San Rafael, California**

Small distribution company (<\$100,000 annual sales) specializing in alternative energy and appropriate technology for the city. Handled all management duties and acted as sales account representative to two dozen retail clients. Marketing and promotion was primarily by personal recommendation from existing customers. Used manufacturer's marketing collateral with my contact info stamped on them. Offered co-op advertising budget from several manufacturers to customers willing to participate in their own local ad campaigns.

**General Manager** 1978-1980

**E.V. Warehousing, San Leandro, California**

Developed distribution channels for liquidation of surplus goods, some from defaulted tenants and others from salvage opportunities. This type of marketing involved a lot of relationship building and telephone calls. I was initially hired as consultant to design and implement management and traffic control systems for 10,000 ft<sup>2</sup> public warehouse, including systems design, forms design, and employee supervision and training to handle shipping and receiving for multiple clients. Customers stored their inventory in our space and we picked and shipped their orders. Owners impressed enough with my work to hire me as ongoing manager. Supervised 3 to 20 employees on a seasonal basis.

**Owner/Manager** 1976

**Harmony Products, Inc., Santa Rosa, California**

Grew existing business from \$200,000 to \$300,000 in one year. Developed all collateral materials for products. Designed all product labels and packaging. Created advertising campaign in local newspapers and national health related magazines. Conducted direct mail campaign to existing retail mail order customer list. Personally handled 30 retail accounts. Owned 33% of corporation and served on the board as Secretary/Treasurer and as General Manager of 2600 ft<sup>2</sup> natural cosmetics manufacturing facility. Duties included bookkeeping, purchasing, production management, shipping, product development, label design. Mostly private label contracts and institutional sales. Supervised two employees.

**Mail Order Manager** 1975

**The Incense Works, San Francisco**

Employed originally for year-end inventory then placed in charge of mail order business. Handled direct mail program, phone sales, order processing and shipping & receiving. Under my supervision, using marketing materials developed by owner, the mailing list of regular customers doubled, from 1,500 to over 3,000 individuals.

**Production Manager** 1974

**The Soap Factory, Inc., San Francisco**

Acted as in-house sales person for telephone orders. Called on a handful of retail accounts. Managed entire 5000 ft<sup>2</sup> manufacturing facility. Supervised five to ten employees. Bookkeeping, purchasing, production, and shipping. Reorganized production line increasing output by 150%, in response to increased product demand.