

# Carl Feak Curriculum Vitae

## ***In Brief***

*Learning, acquiring new skills, perfecting technique, refining knowledge, and collaborating with others are important to me. When offered new opportunities and new directions in life, I choose the unknown and uncharted over the comfortable and familiar. In my day-to-day work I strive for continuous quality and performance improvement. I have an undergrad degree in Business Administration and an MBA with a focus on Marketing and Statistics.*

## **My Objective**

Work with others in the delivery of products and services to benefit and serve a common good.

## **Career Highlights**

- Generated \$9+ million dollars of additional yearly sales revenue on a one-time \$240,000.00 marketing investment using a successful targeted advertising / promotional campaign.
- Proposed and managed the successful negotiations of \$1+ million dollar defense related contracts to international governments and national agencies.
- Successfully increased the customer membership base in a non-profit 501(c)(3) organization from less than 12,000 to more than 100,000 individuals within one years time using a direct mail marketing campaign.
- Successfully managed the design, administration, data analysis and report of an international salary survey of health care professionals working within the imaging modalities. It included stratified sampling techniques and longitudinal surveys solicited to more than 100,000 professionals.
- Managed the design and print production process of 100+ full page four color digital display ads for print each year.
- Full operating P&L responsibility for a sales organization generating \$7 million dollars in annual sales.
- Successfully designed, administered and reported the findings of a conjoint internal audit of +210 business employees correlated with more than 10,000 customer service survey impressions across multiple business locations, to improve teamwork and trust, and improve employee and customer satisfaction.
- Managed the development, design and copywriting, print production and operational logistics of a direct mail campaign of more than 250,000 pieces of mail.
- Successfully delivered more than 300 technical / scientific / engineering project proposals to clients, on time and before deadline. Many required networking with multiple collaborators from multiple locations, BOM submission, cost analysis, Gerbers and designs, and WBS / gantt charts. Successful award on many.

## **Experience**

### **APPLICATION ENGINEER SPECIALIST**

I managed the development, writing and delivery of business proposals of turnkey engineering solutions to large defense industry clients including: Boeing, Northrup Grumman, Honeywell, UTAS, JPL and NASA, foreign governments, research laboratories and branches of the United States Military. I developed research reports, negotiated contracts with foreign governments and agencies, produced white papers, web site content and provided written articles to national publications.

### **SALES & MARKETING EXECUTIVE**

I developed strategic marketing plans to meet sales objectives. I identified new business opportunities, developed new products and services, and created new business relationships with universities, hospitals, manufacturers and service providers in the national healthcare marketplace. I directed in-house and agency advertising, direct mail programs, web site development, sales programs, trade show events and primary marketing research efforts including survey development and administration.

### **BUSINESS MANAGEMENT**

As top-tier manager in a chain of retail stores, I provided policy and procedure guidance for +210 employees. My direct responsibilities included: marketing and promotions, advertising, sales and inventory management, purchasing and merchandising, strategic planning, operations and recruitment and training of personnel.

### **MANAGEMENT CONSULTANT**

I developed team building strategies, programs and training materials for quality improvement initiatives in business. I researched markets, developed business plans, designed, developed and administered internal climate audits and customer service surveys, and delivered business presentations with the goal of improving customer service and product development and production.

### **PUBLICATION & ADVERTISING MANAGER**

I worked closely with Account Executives, copywriters, creative and technical writers, graphic designers, technical editors and illustrators to develop publication content for two medical journals, three magazines and one newspaper. I managed the creation and digital production of 100+ full pages of color display advertising and managed purchase and sales of in-house advertising and outside agency placements. I managed the entire publication production cycle.

### **QUALITY MANAGEMENT / CQI MANAGER**

I worked as Quality Improvement and Communications Manager under HCFA of the U.S. Federal Government. I developed and managed cooperative Quality Improvement projects with national and regional hospitals, and provided market research and reports, advertising, corporate communications, and public relations materials to facilitate consumer awareness. I managed outreach programs, and published annual reports and quarterly newsletters. I served as liaison to Quality New Mexico and assisted in implementing the Baldrige Award Criteria in healthcare in New Mexico.