

# KEITH BROWN

C-LEVEL BUSINESS LEADER  
BUSINESS & COMMERCIAL DEVELOPMENT EXPERT

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## EXECUTIVE PROFILE

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### *Executive Leadership*

### *Vision, Strategy & Execution*

### *Development & Leadership*

### *Startup, Turnaround, Change*

### *Divisional & Regional Leadership*

### *Capitalization Strategy*

### *Deal-Making – Financing, Strategic Partnership*

### *Venture Financing*

### *Global Sales, Marketing, & Distribution*

### *Process & Performance Improvement*

### *Product Development*

### *Product Rollout & Management*

### *Consumer & Institutional Sales*

### *Team Building & Leadership*

### *Channel & Account Management*

### *Technical & Clinical Affairs*

### *Regulatory Compliance*

### *Relationship Management*

### *Internal Relations*

### *Customer Relations*

### **High-performance C-level executive with Fortune 100 / advanced technology experience.**

Consistent success in maximizing corporate performance. Drive growth, generate revenues, capture market share, improve profits, and enhance value in domestic and international markets. Mentor, motivate, and lead high-performance business, sales, marketing, product management, and development teams. Value proposition includes:

### **Effective and wholly accountable in high-profile executive roles.**

Overcome complex business challenges and make high-stakes decisions within fast-paced, high-pressure environments using experience-backed judgment, innovation, strong work ethic, humor, and irreproachable integrity. Respected as motivational, lead-by-example manager, change agent, and proponent of empowerment and accountability.

### **Visionary thinker with global perspective and entrepreneurial drive.**

Key contributor to enterprise-level planning and decision-making. Valued advisor and requested consultant to board members, investors, and top-tier executives. Recently conceived and executed corporate strategy, raised funds, and secured in/out technology license agreements for capturing lead market position in the emerging proteomics arena.

### **Strong orientations in operations and finance.**

Participate in high-level operational initiatives—infrastructure design, process reengineering, turnaround, reorganization, business / product integration—for stand-alone businesses, subsidiaries, divisions and strategic business units—startup, rapid growth, and culture change.

### **Corporate and business development expert. Marketing strategist and tactician.**

Secure feasibility, development, and commercial partner agreements. Spearhead successful market penetration / product launches for emerging technology companies and multinational Fortune 100 R&D, manufacturing, and global distribution enterprise. Open new markets / accounts, launch products, drive growth, generate revenue, win market share, improve margins, and manage teams' peak performance.

### **Experienced in advanced technologies and product development.**

Instrumental in identifying, designing, leading development, and marketing technology products in drug discovery / life sciences, medical devices and medical diagnostics, including domain expertise in laboratory instrumentation, oncology, infectious disease, organ transplantation, and therapeutic drug monitoring. Bio / medical technology education and experience.

## CHRONOLOGY

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### **Company A, Inc., Milwaukee, WI CBO — CHIEF BUSINESS OFFICER**

**2002 to Present**

Corporate officer / core management team member for this early stage, venture-backed life science company involved in developing and commercializing technologically advanced tools for comprehensive, quantitative analysis of proteins.

### **Independent Consultancy, Chicago, IL CONSULTANT — MANAGEMENT & BUSINESS DEVELOPMENT**

**2000 to 2001**

Provided CBO-level corporate strategy, business development, product commercialization, strategic / tactical marketing consulting to startup and high-growth technology companies.

### **Company B, Sunnyvale, CA VICE PRESIDENT — SALES & MARKETING**

**1998 to 2000**

Corporate officer / key management team member of medical device company involved in development, commercialization, and marketing of proprietary, point-of-care, "lab-on-a-chip" clinical diagnostic technology.

### **Company C, Chicago, IL REGIONAL SALES MANAGEMENT / PRODUCT MANAGEMENT**

**1986 to 1998**

Managed key products in new, mature, and intensely competitive national and global markets, for this Fortune 100 healthcare enterprise. Built and led regional sales organization for newly acquired subsidiary.