

VALERI MARKS



EXECUTIVE SUMMARY

C-level Executive with thirteen year proven track record of success leading B2B and B2C technology enabled service companies. Specialize in growing private companies and turnaround operations. Change agent with acute lens for assessing, prioritizing and executing to drive operational and financial improvements. Strategic ability to adjust course with agility and speed to maximize shareholder value. Expertise:

- **Managed P&L's from \$0 up to \$120m**
- **Grew revenues by \$34m**
- **Sold two companies**
- **Assisted with IPO**
- **Operationally turned around 2 companies**
- **Launched numerous award winning products/services**
- **Adept at building high performance teams**
- **Management breadth: 14- 1,100 employees**
- **Drove double digit financial improvements**

EXPERIENCE

MEDICAL TECHNOLOGY ASSOCIATES, INC (MTA), Largo, FL

2013 – present

Investor backed medical gas services provider delivering life safety compliance solutions nationally.

PRESIDENT & CEO

- Driving operational and financial improvements across all functions
- Realizing significant financial improvements in all key performance and financial metrics

KENEXA, Wayne, PA (Acquired by IBM in Dec. 2012)

2011 – 2012

\$300 million public company providing technology, services and content solutions to the human capital industry.

CORPORATE EXECUTIVE

- **Hired on Executive bench** to expand Kenexa's leadership capabilities.
- **Led M&A initiatives** in three human capital sectors including Government Solutions, eLearning and Content. Evaluated multiple \$20M+ companies leading the due diligence and recommendations.
- **Led new product development** for Recruitment Process Outsourcing (RPO) division launching 3 new assessment and survey products resulting in competitive wins. Managed \$12M RPO account portfolio.

HIRE VELOCITY, LLC, Atlanta, GA

2009 - 2011

Private-equity backed (*Lion Investments*). On-demand Recruitment Process Outsourcing (RPO) provider.

CEO

- **Led over 300% organic growth in RPO revenues** – grew monthly revenues to \$300k over a 2 year period in down market. Marketed, sold and delivered full suite of recruiting and technology services.
- **Improved EBITDA over 70%** consolidating operations in Atlanta to optimize cost structure; upgraded talent and grew team by 104%; improved all key operating and efficiency metrics; launched new ATS.
- **Repositioned company as an On-Demand RPO**; received 2011 RPO Baker's Dozen Award as one of the top Mid-Market On-Demand RPO's based on client satisfaction
- **Expanded market penetration to the Government sector** through contract recruiting acquisition.

NEW HOMES REALTY, Tampa, FL (Acquired by Lending Tree - TREE)

2006 – 2009

Private-equity backed (*Alta Communications*). A national Internet-enabled real estate brokerage.

PRESIDENT & CEO

- **Managed \$15m P&L** while restructuring to drive operational excellence. Hired by private equity firm.
- **Drove #1 natural search position in Google** and successfully reinstated flagship site into Yahoo.
- **Launched numerous digital media programs generating over 10,000 monthly leads** - landing page optimization, multivariate testing, site redesign, SEO, paid search, blogs and email marketing.
- **Drove double digital improvements in online performance** – Increased click through conversion by 40%.
- **Increased productivity in national sales force of 300 real estate agents.** Managed 30 corporate employees.
- **Led successful M&A process in challenging market** – Sold to Lending Tree's online real estate division.

FAIRPOINT COMMUNICATIONS (FRP), Charlotte, NC (IPO)

2004 – 2005

Originally private equity backed (*TH Lee, Kelso*.) \$253 million revenue public, rural communications company.

PRESIDENT

- **Managed \$120m P&L driving 30% Yr./Yr. growth in Data and Internet revenues** – Improved broadband gross margins by 27% while driving penetration to nearly 20%. Improved long distance margins by 30%.
- **Successfully launched new products** – Wireless Broadband, VoIP and Video over DSL
- **Led team of 270 employees across 17 states and 27 companies** - Drove synergistic improvements.
- **Assisted in February, 2005 IPO** – Member of officer team which took the company public.

SOCKEYE NETWORKS, Waltham, MA (Acquired by Internap Network Services - INAP)

2001 - 2003

Venture-backed (*Polaris, Bake Capital, Battery Ventures*). Software/services start up delivering network management and performance optimization solutions to enterprises and service providers.

CHAIRMAN & CEO

- **Developed company strategy and business plan** – As 14th employee, developed market-entry strategy, financial, and operational plans. Strategically adjusted to market conditions; nascent category.
- **Recruited top talent and grew recurring service revenues from zero to \$2.4m.**
- **Raised Private Funding** – Led and managed process.
- **Built award winning product** - Received 2003 "Product of the Year" award from Network Magazine. Ranked in "Top Box" by Yankee Group and Forrester for route optimization.
- **Successfully led M&A process** selling Sockeye to Internap Network Services, public telecom company.

DIGITAL BROADBAND COMMUNICATIONS (DBC), Waltham, MA

2000 – 2001

Private Equity Backed (*T.H. Lee, Alta and BancBoston*) Competitive Local Exchange Carrier delivering broadband, voice, Internet and value-added services to enterprise and small business customers.

PRESIDENT AND CEO

- **Hired by PE investors to improve service delivery and operations**– Successfully improved processes, order flow, provisioning and OSS. Restructured debt and business model. Reduced cost structure by 21%.

- **Improved P&L for \$18m in service revenues** – Leveraged direct channels procuring enterprise customers and over 120 small business customers. Selected as Cisco’s “Showcase Broadband Customer”.
- **Shut down company** - given investment required to fund during the “dot com” bust.

SOUTHWESTERN BELL COMMUNICATIONS (now ATT), San Antonio, TX **1999 – 2000**
 \$52 billion global telecommunications company offering a full array of voice and data services.

PRESIDENT AND CEO, SBC INTERNET SERVICES

- **Led Internet division with \$140m operating budget** - Directed all Internet operations for: Dial-up, DSL, Dedicated Internet Access, VPN and Web Hosting services.
- **Managed growth and expansion of SBC’s IP network** – Supported 3 million U.S. Internet customers.
- **Led team of 1,100 employees across the 13 state SBC region** – Drove a cohesive focus and vision.
- **Developed and executed Internet integration plan** for Prodigy and three SBC acquisitions.

AMERITECH (AIT), Troy, MI (*Acquired by Southwestern Bell Communications – SBC*) **1993 – 1999**
 \$1.2 billion regional telecommunications company offering a full array of voice and data services.

PRESIDENT, AMERITECH INTERACTIVE MEDIA SERVICES *1997 – 1999*

- **Built Ameritech’s Online Yellow Pages and ISP Divisions** from strategy to 225 employees.
- **Generated \$34m in service revenues managing full P&L** – Increased product breadth and eCommerce capabilities through partnerships: Content Companies, Verio, Inktomi, Open Market, ISS, and Checkpoint.
- **Awarded #1 local online directory.** Also awarded Top Regional ISP by PC Magazine.

SR. DIRECTOR- MARKETING, AMERITECH INTERACTIVE MEDIA SERVICES *1996 – 1997*

DIRECTOR- MARKETING, AMERITECH INFORMATION INDUSTRY SERVICES *1995 – 1996*

GENERAL MANAGER, SALES & SERVICE, AMERITECH INFORMATION INDUSTRY SERVICES *1993 – 1995*

NEW ZEALAND TELECOM, Auckland, New Zealand **1992**
MANAGER BUSINESS DEVELOPMENT (TELECOM CONSULTING SERVICES) - INTERNATIONAL ASSIGNMENT

MICHIGAN BELL / INDIANA BELL TELEPHONE, Southfield, MI/ Indianapolis, IN **1980 – 1993**
Manager - Training & Consulting, Small Business Sales, Capital Budgets, Capital Systems, Data Products
Engineer - Outside Plant, Switch & Long Range Planning

EDUCATION

UNIVERSITY OF MICHIGAN, Ann Arbor, Michigan
M.B.A., 1990; Graduated with Distinction; Beta Gamma Sigma Scholastic Honorary

FRANKLIN COLLEGE, Franklin, Indiana
B.A., Mathematics, 1980; Minors in Computer Science & Business; Graduated Magna cum Laude

AFFILITATIONS & COMMUNITY SERVICE

- 2011 - 2015 University of Tampa, Center for Entrepreneurship Advisory Board
- 2009 – 2015 Board of Directors – CEO Council of Tampa Bay
 - Chairman of the Board 2013; Vice Chair of Membership 2009 – 2011
- 2010 – 2013 Vice Chair, American Cancer Society Making Strides Against Breast Cancer
- 2007 – 2015 Metropolitan Ministries Volunteer (Homeless Shelter)
- 2008 – 2011 & 2013 Association for Corporate Growth (ACG)
- 2004 – 2008 Board of Directors, Amerivault (Private-equity backed company sold in 2008)