

John C. Rasco
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C A R E E R O V E R V I E W

Senior executive responsible for sales-focused Marketing, Marketing Communications and Corporate Communications, utilizing my proven abilities in team leadership, professional administration, skilled market analysis, focused problem solving and dependable follow-through.

B A C K G R O U N D S U M M A R Y

Over twenty years' experience in B2B marketing, with increasing levels of responsibility and accomplishment. My strengths are in the design and management of strategic marketing programs to accomplish sales objectives in a cost-effective, high-quality manner. I work hard to understand customer needs and motivations, for communications that establish new customer relationships, then to develop preference and earn referrals. A true team player, my extensive management experience, high work ethic and strong written and oral communications skills make marketing a core competency for the company and builds a sustainable competitive advantage.

M A N A G E M E N T P E R F O R M A N C E

- Built a marketing department from two to eight employees, with budget responsibility for over \$4 million, during two-year sales growth from \$13 to \$100 million
 - Managed the development of the prospectus and marketing presentation for the company's successful initial public offering, raising over \$50 million in investment
 - Supervised the work of multiple agencies and vendors in developing advertising, public relations, web presence, investor relations, sales channel recruitment and management, direct mail, call center and literature fulfillment, database marketing programs, trade show participation and special events
 - Accomplished one-year increases in lead generation and Web site visits of over 300% and 500%, respectively, with 69% awareness level in target market—received President's award for "outstanding performance, productivity and dedication"
 - Delivered a cost savings of over \$250,000 by successfully renegotiating media commissions with the agency managing media placement
 - Developed positioning and "whole product" definition for an important new product line, negotiating with leading software vendors and helping to manage internal product development; product line won Finalist in Best of Comdex
 - Achieved placement of company's products on five national magazine covers over a 15-month period
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M A R K E T I N G S T R A T E G Y

- Developed international marketing and media strategy for seven business units of a \$300 million division of 3M, supervised implementation of all marketing communications programs for over 4 years, including annual sales conference and sales promotions
- Completed strategic planning and program development for dozens of companies in different markets, including semiconductors, hardware, software, telecom, insurance, financial services, professional services, real estate and economic development
- Managed successful launches for many different hardware and software products; highlights were the system product launch at Spring COMDEX with associated press conference/VIP special event, necessitating design and production of booth, collateral, press briefing, etc. within 60 days; the launch of PowerPC sales, with associated sales team training for Motorola; and the launch of outsourcing for the insurance industry by Continuum, a NYSE-traded management software company

M A R K E T I N G & C O R P O R A T E
C O M M U N I C A T I O N S

- Led teams developing award-winning advertising, investor communications, sales collateral and direct mail programs for business-to-business marketing communications
- Created a program of integrated marketing communications and managed all aspects of corporate communications for publicly-held company
- Managed detailed marketing communications programs within corporate style and usage guidelines, won internal award at 3M for marketing effectiveness
- Focused, dependable management of agency services, print production, literature fulfillment, research, legal and audit vendors, with exceptional follow-through and results

E M P L O Y M E N T H I S T O R Y

Brand X Austin, LLC Sales/Marketing Services Network FOUNDER AND CEO	October, 2001 to Present Austin, Texas
Kelley Toombs Design, Inc. Design and Marketing Firm PRINCIPAL, ACCOUNT SERVICES	October, 1998 to September, 2001 Austin, Texas
ROSS Technology, Inc. Microprocessor/Workstation/Server Manufacturer DIRECTOR OF MARKETING COMMUNICATIONS	May, 1995 to June, 1998 Austin, Texas
Fellers&Company Southwest's Largest Business-to-Business Marketing Firm SENIOR VICE PRESIDENT, SCIENCE AND TECHNOLOGY GROUP	October, 1991 to May, 1995 Austin, Texas
RCR & Co. High-Tech Marketing Communications Firm PRESIDENT, DIRECTOR OF ACCOUNT SERVICE	October, 1987 to October, 1991 Austin, Texas
Vasquez Design Group Advertising Agency ACCOUNT EXECUTIVE	September, 1984 to October, 1987 Austin, Texas
Marketing/Advertising/Design Productions Advertising Agency ACCOUNT EXECUTIVE	May, 1981 to September, 1984 Austin, Texas
Art Young & Associates Advertising Agency PRODUCER/DIRECTOR	January, 1981 to May, 1981 Austin, Texas
VideoTex Productions Multimedia Production Company PRODUCER/PARTNER	March, 1980 to January, 1981 Austin, Texas
The Production Group Multimedia Production/Advertising Agency ACCOUNT EXECUTIVE/PARTNER	July, 1979 to March, 1980 Austin, Texas
Hoffman Educational Products College-Level Vocational Training Courses REGIONAL SALES	July, 1977 to June, 1979 Austin, Texas
Austin Independent School District Federal Grant to Special Education Dept. MEDIA SPECIALIST, EARLY CHILDHOOD EDUCATION	January, 1976 to June, 1977 Austin, Texas

E D U C A T I O N , B A C K G R O U N D

National Merit Finalist

University of Texas at Austin

Graduated 1976

BA, ENGLISH AND COMMUNICATIONS

Proficient in PC software, including page layout, spreadsheets, productivity and presentation tools. I have a family background in public relations, and valuable experience in sales, communications effectiveness training and film/video/AV production. I worked full time to put myself through school, and at the same time received numerous grants to create special projects such as a video magazine for the humanities, interactive art exhibits and multimedia presentations.