ROGER A. PHILIPS

INDUSTRY EXPERIENCE

Cyclone Commerce Corporation Vice President, Global Sales

Managed global direct sales and customer service for Cyclone Commerce, a B2B Internet infrastructure software company with marquis international customers including Unilever, Carrefour (world's second largest retailer), and Toshiba.

Philips Associates   President

Work with companies in setting up strategic plans, defining infrastructure, obtaining financing, and marketing and sales. Director and partner of Bell Systems Inc. working with clients to set up outsourced contact management services at Bell Systems' India call center. Involved marketing and planning process definition, software migration, scripting, agent training, and performance metrics.

Landmark Systems Corporation Vice President, International Sales

Directed all operations outside the US and Canada for this software company. Responsibilities included determining distribution strategies for various geographies and establishing and expanding two and three-tier distribution networks in various countries. Created budgets and sales targets, hired local country managers, coordinated worldwide marketing. Set up subsidiaries in Germany, the UK, France, the Netherlands, Spain, Scandinavia, Italy, Australia, and Hong Kong. The subs performed direct sales, local marketing and provide customer service. Member of the senior executive team, and involved in overall corporate strategic decision-making. Landmark completed its IPO in 1997.

Viasoft Inc.   General Manager, International

Managed all foreign operations for this system software company. Established successful subsidiaries in Australia, the UK and Germany, plus distributors throughout Europe and Asia. The company won the President's "E" Award, administered by the US Department of Commerce, for excellence in export. VIASOFT completed its IPO in 1995.

Transform Logic Corporation   President and CEO

The company's products helped automate the development and maintenance of IBM mainframe computer applications. During a three-year period, Transform Logic developed and introduced three versions of its Transform software, developed and executed a marketing plan, and installed over 30 Fortune 500 customer sites. Financing transactions completed included a two-part private stock placement, an R&D limited partnership and a venture capital round. Transform Logic was publicly traded.

Informatics General Corporation Vice President & General Manager

This division developed and marketed turnkey computer systems for the legal profession. Managed the company's commercial IS consulting in the western US. The business grew 7 branches and 200 consultants during this period.

ROGER A. PHILIPS

EDUCATION
Certificate in General Management
Graduate School of Business and Administration
University of Santa Clara

MS Electrical Engineering and Computer Science
University of California at Berkeley

BSE (Honors) Aerospace and Mechanical Engineering
National Merit Scholar
Princeton University

TEACHING
Adjunct faculty at Concordia University, Irvine and University of Phoenix, teaching graduate and undergraduate business and computer courses.

PROFESSIONAL
Memberships

International Trade Association of Northern Virginia
Society for Information Management; Past Chairman, Arizona Chapter
Northern Arizona University Computer Information Systems Advisory Council

Publications

author of the book, *Guide to Software Export: Handbook for International Software Sales*, International Business Press, 1998
co-author of the book, *Developing the World Class Information Systems Organization*,
                QED Information Science, Inc., 1989
"Changing Your Global Sales Strategies", article in *The Culpepper Letter*, April, 1997
plus articles published in *ComputerWorld*, *Software Magazine* and others

Presentations

Numerous presentations throughout the US, Canada and Europe to conferences and organizations including:

Channel Focus Europe, Software Success Sales VP's Forum, American Management Association; Association of Systems Management; Culpepper Forum; Eighth Annual Conference on Applications of Computer-Aided Systems; Engineering Tools; IS Change Management; National Symposium for Database and Fourth Generation Languages; Second Annual Conference on Improving Productivity in EDP System Development; Software Quality and Productivity; Software Re-engineering; Society for Information Management; Structured Techniques Association; World Congress on Computing.

Academic areas of interest:
- International sales, marketing, management
- Market research
- Software technology
- Engineering applications
- Corporate financing
- Business planning
- Business structures
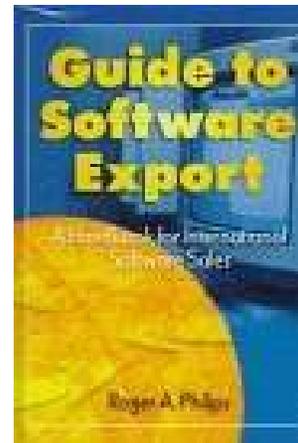
Best email for me is roger.philips@cui.edu