

Theodore H. Sprink

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Market Development / Sales Management

VALUE PROPOSITION

Plan, develop and implement revenue pursuit strategies to drive sales, enhance brand equity and increase market share. Serve financial services, insurance, real estate and alternative energy market segments. Collaborative “connector of dots”.

Develop and manage sales teams, intermediary channels, agent/broker networks and affiliated partners for multi-product and multi-brand sales initiatives.

In response to frozen capital markets, developed the nation's first "UCC Risk Management Program" as a credit-enhancement. Generated \$495 Billion in transactions in 10-year time frame, serving commercial banks, private equity and institutional investors.

CORE COMPETENCIES

- New Business Development and Client Retention
- Product Launch and Program Management
- Business Alliances and Affinity Marketing
- Brand Equity focused on Stakeholder Benefits
- Consultive/Collaborative C-Level Presenter
- Strategic Planning and Tactical Marketing
- Direct and Intermediary B2B Sales Initiatives
- Multi-Brand Cross-Marketing and Product Bundling
- SWOT Analysis, KPIs, SEO/SMM, Predictive Data Analytics
- Private Labeling, Licensing and Naming Rights

EXPERIENCE

Integrated Growth Strategies

2011 - Current

Managing Director

Develop and implement B2B go-to-market business plans, marketing initiatives, branding concepts, product launches, program management, promotional events, strategic alliances, affinity relationships, advertising campaigns and sales-channel relationships.

Plan and manage multiple-channel marketing campaigns utilizing direct sales, intermediaries, brokers, affiliated agents, branch networks, strategic partners, trade associations and social/digital content strategies. Evaluations and recommendations include:

- **Challenge:** Inadequate lead generation, prioritization, follow-up and cost effective management of the sales process
- **Solution:** Established CRM sales cycle metrics of transaction type, size, volume, cross-sell potential and cost-to-revenue
- **Challenge:** Direct-sales efforts were yielding weak customer/revenue capture, with excessive COGS
- **Solution:** Supplemented direct-sales with intermediary channel partners, securing end-users and saving 18%
- **Challenge:** Difficulty in capturing targeted Fortune 250 business clients
- **Solution:** Re-positioned value proposition; targeting Fortune 500-1,000; increasing sales 25%
- **Challenge:** Concentration of too few customers in too few market segments
- **Solution:** Implemented diversification to five new “verticals” broadening market development opportunities
- **Challenge:** Poor bundling of products and services by individual divisions; lack of recognizable brand equity
- **Solution:** Initiated cross-selling via concept of “Family of Companies” branding strategy, increasing touches 40%

Fidelity National Financial**2001 - 2011****Senior Vice President, National Director of Sales & Marketing**

Original strategist in the development, national introduction and management of new financial products which mitigate risk, enhance credit quality and protect regulatory capital for commercial lenders, private equity and investors. Chair, Environmental Task Force.

- Directed implementation strategies and C-level client presentations; utilizing collaborative, consultive and educational sales themes successfully serving commercial banks, private equity, corporate borrowers, rating agencies, regulators, law firms and institutional investors to generate greater than \$495 Billion in transactions during a 10-year timeframe.
- Crafted the content and design of all product information, technical brochures, promotional materials, direct-mail pieces, web sites, webinars, internet based communications, press releases, e-brochures, power points, educational materials, white papers, published articles, training materials, launch programs, townhalls, conferences and special events.
- Planned and managed multiple-channel marketing campaigns utilizing direct sales, intermediaries, brokers, affiliated agents, branch networks, strategic partners, trade associations, digital marketing. Hired and trained national sales force.
- Chaired Fidelity National Financial's "Environmental Strategies Task Force" designing sustainable and renewable energy conservation products, services and processes related to PACE, HERS, REC's, LEED, Solar, Wind and Carbon Off-Set markets.

The First American Corporation**President and CEO, UCC Financial Products Division****1998 - 2001****First American Title Insurance Company****Vice President, Director Affinity Marketing****1996 - 1998****Fidelity National Title Insurance Companies****Vice President, Director of Strategic Alliances****1994 - 1996****EARLY CAREER**

- NFL San Diego Chargers Football Club, Sales Director
- HomeFed Bank Corp, President and CEO
- National Association of Credit Management, Director
- Torrey Pines Bank, VP, Corporate Banking
- Resolution Trust Corporation, VP, Asset Disposition
- Dun & Bradstreet, Business Analyst

EDUCATION

- Bachelor of Science Degree in Marketing
- San Diego State University, School of Business

AFFILIATIONS

- American Banker's Association
- American Marketing Association
- Risk Management Association
- Insurance Professionals
- Chief Marketing Officers Club
- eMarketing Association
- Turn Around Management Association
- American Securitization Forum
- Association of Corporate Growth
- Commercial Finance Association

BOARD OF DIRECTORS EXPERIENCE

- Advisory Board Member of the Commercial Finance Association's Education Foundation (non-profit)
- Advisory Member of the Government Relations & Advocacy Committee of the CFA (non-profit)
- Member of the Baylor University Student Life Advisory Board (non-profit)

PUBLISHED ARTICLES

Recognized lecturer and author, published in numerous leading industry journals, concerning business-marketing strategies, program development, product management, positioning of multi-product and cross-functional strategy initiatives. See www.tsprink.com