

Summary Biography: Mark Donnolo



Mark Donnolo focuses on helping companies grow profitably by developing and implementing strategies that improve the effectiveness of their customer-facing sales, marketing, and service organizations. His areas of focus include sales strategy, customer segmentation, channel strategy, sales organization design and deployment, performance management, and incentive compensation. Mark's work spans several industries including technology, telecommunications, business services, manufacturing, and financial services.

Mark is a founder of The Sales Leadership Forum, a community of senior sales executives that provides a environment for addressing critical growth issues, sharing best practices among members in a confidential environment, hearing outside speakers, and building business relationships with peers in non-competitive businesses. The Forum operates with the guidance from its member Board of Advisors as well as professorial support from Vanderbilt University's Owen Graduate School of Management, Emory University's Goizueta Business School, and SMU's Cox School of Business.

He also is founder of SalesGlobe, an executive professional services organization, and Fontis, an advisory and investment organization which launched CoalTek, an emerging clean energy technology company.

Mark was formerly a Senior Vice President with MarketBridge, leading the firm's Sales Effectiveness Practice. He was also a Partner and Senior Vice President with Sibson Consulting, where he was on the firm's management team and led its Sales & Marketing Effectiveness Practice. Previously, he was a Vice President with The Alexander Group and a consultant with Siegel & Gale/Saatchi & Saatchi, an international marketing and advertising firm. Mark also co-founded and was CEO of Biltmore Communications, and was President of InfraStream, a VoIP service provider.

Mark holds an MBA from the University of North Carolina at Chapel Hill and a BFA from The University of the Arts in Philadelphia.

Mark speaks on sales and marketing topics and has been published in publications that include *Fortune*, *Sales & Marketing Management*, *Selling Power*, *Telephony*, *Investment Property*, *Telecommunications*, *Velocity*, *Workspan*, *American Way*, and *Marketing News*.

Mark serves on the Board of Trustees of The University of the Arts, founded in 1876 as the Philadelphia Museum and School of Industrial Art, now the country's first visual and performing arts university.

Publications and Speeches Include:

- ▶ "Leveraging Your Sales Productivity Drivers", *The Performance Conference*, 2010
- ▶ "The Art & Science of Quota Setting", 2010
- ▶ "Your Top Sales Compensation Challenges", 2010
- ▶ "Design Leadership Planning and Operations", Ohio State University-Guest Lecturer, 2009-2010
- ▶ "The Right Structure for Sales Operations- Building Your Organization for Sales Effectiveness", 2010
- ▶ "Sales Transformation- Changing the Sales Organization for a Changing Marketplace", 2009
- ▶ "Ten Simple Rules for Improving Your Sales Compensation Plan", *Key Notes*, 2009
- ▶ "Found in Translation", *Sales Performance Management*, 2008
- ▶ "What's Your Growth Capacity?", *Key Notes*, 2008
- ▶ "Risky Business- New Products and New Customers Fueling Growth", *Sales & Marketing Management*, 2008
- ▶ "The Trouble with Quotas", *Key Notes*, 2008
- ▶ Featured in "Sales Management Demystified", by Robert Calvin, University of Chicago, McGraw Hill, 2007
- ▶ "What Sales Organizations Will be Doing to Improve Performance", *The Performance Conference*, 2007
- ▶ "Marketing and Sales Under Stress", *Telephony Magazine*, 2007
- ▶ "Sales-Enabled Marketing- Accelerating Your Strategic Account Pipeline", *Velocity*, 2006
- ▶ "Channel Checking: New Approaches for Optimizing Your Strategic Account Sales Channels", *SAMA National Conference*, 2006
- ▶ "Market-Driven Quota Setting", *The Performance Conference*, 2006
- ▶ "Aligning the Organization with Incentive Compensation", *The Performance Conference*, 2006
- ▶ "Salespeople in the Catbird Seat", *Fortune*, 2005
- ▶ "Building for Revenue Growth: What Leading Companies Will Be Doing in the Next Year", *The Sales Effectiveness Conference and Expo*, 2005
- ▶ "Four Keys to OEM Sales Effectiveness", *Velocity*, 2005
- ▶ "Check Your Sales Compensation Report Card", *Workspan*, 2005
- ▶ "Transforming Your Strategic Account Management Program", *SAMA University*, 2004
- ▶ "A Tidal Wave of Turnover", *American Way Magazine*, 2004
- ▶ "Building a High-Performance OEM Sales Strategy", *SAMA National Conference*, 2004
- ▶ "Bottoms-Up: Increasing Quota Effectiveness with Market Potential Planning", *Perspectives*, 2004
- ▶ "Driving Growth in Competitive Markets- A Growth Management System", *SAMA National Conference*, 2003
- ▶ "Customer Service Falls with High Turnover", *Sales & Marketing Management*, 2003
- ▶ "Dear Workforce", *Workforce*, 2003
- ▶ "Empowering Corporate Change", *WorldatWork National Conference*, 2003
- ▶ "Build Your Battle Plan for Growth", *Perspectives*, 2002
- ▶ "Grow With What You've Got", *Perspectives*, 2002
- ▶ "Developing the Right Sales Model", *Money & Markets*, 2002
- ▶ Featured in "Stop Whining and Start Winning", by Frank Pacetta, Harper Collins, 2001
- ▶ "At Your Service", *Selecting Network Services for Business, Investment Property*, December 2000
- ▶ Regular feature column, "Market Mechanics", *Tele.com Magazine*, 1999-2000
- ▶ "Managing Distribution Channels to Improve Performance", *Distribution Channels for Telecommunications*, 1999
- ▶ Conference Chairman, *Distribution Channels for Telecommunications*, 1999
- ▶ Contributor for *Compensating New Sales Roles*, by Jerome A. Colletti and Mary S. Fiss, Amacom, 1999
- ▶ Monthly feature column, "Ask Alex", *Wireless Business & Technology*, 1998
- ▶ "Marketing in the One-Stop Telecom World: Five Pitfalls to Avoid", *Telecommunications*, 1998
- ▶ "Maximizing Profits with Segmented Sales Strategies", *Segmented Marketing for Telecoms*, 1997
- ▶ "Winning in Local Markets Through Sales Effectiveness", *ALTS '97 Convention*, 1997
- ▶ "Winning Through Sales Channel Optimization", *Customer '97 Conference*, 1997
- ▶ "Alternative Distribution Strategies", *Competing in the New Wireless Marketplace*, 1997
- ▶ "Marking Their Time", *Sales & Marketing Management*, 1997
- ▶ "Expand Your Sales Force Without Adding Headcount", *Marketing News*, 1997
- ▶ "Execute to Win", *Wireless Business & Technology*, 1997
- ▶ "Battling for Distribution", *Wireless Business & Technology*, 1997

Representative Clients

- Accenture
- Agilent
- Anheuser-Busch
- AT&T
- Bellcore
- BellSouth
- BellSouth Advertising and Publishing
- Broadcom
- Browning-Ferris Industries
- Cablevision
- Caja España
- Choicepoint
- CIGNA
- CoalTek
- Compass Group
- ConEdison Solutions
- Con-way
- Crawford & Company
- Danka
- Enrev
- Equifax
- FleetCor
- GBC
- GE Capital
- G&K Services
- Health Management Systems
- Honeywell
- IBM
- ICF International
- Idearc
- Ingersoll-Rand
- Intermedia
- International Paper
- Iron Mountain
- Johnson & Johnson
- Kronos
- LexisNexis
- Lotus
- M.A. Hanna
- Marriott
- Merial
- Motorola
- National Westminster
- NationsBank/Bank of America
- Nationwide Insurance
- Nortel
- Novartis
- Novell
- Office Depot
- Orange
- Premiere Global Services
- PwC
- Qwest
- Rainbow Advertising Sales
- Sage Software
- SBC
- Sea-Land
- Sodexo
- Southern Company
- Springs Industries
- Sprint
- Staples
- Symbol Technologies
- The Weather Channel
- Times Mirror
- United Parcel Service
- UPS Capital
- Verisign
- Verizon
- Westvaco