

LORING FENN

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SUMMARY

20+ years of experience in increasing market share and revenue of high technology products and services utilizing a variety of activities in a profitable and cost effective manner. Experience covering several target functional areas within organizations such as engineering, operations, manufacturing, and information systems, as well as across several target vertical industries, e.g. aerospace/defense, manufacturing, finance, telecom and environmental clean-up utilizing extensive experience in multi-level, cross-functional, technically and financially driven sales engagements focusing on Value and Return-On-Investment.

- Undaunted ability to exceed expectations under tight deadlines and cost targets
- Experienced with Multi-Tiered Distribution Strategies
- Trained in Solution Selling, Target Account Selling, Strategic Selling
- Persistent, assertive pursuit of closing business with target accounts and providing superior, on-going after-the-sale support to ensure success
- Trained and familiar with CRM tools such as ACT!, GoldMine, Outlook, Pivotal Relationship Manager
- Extensive experience with Microsoft Office tools such as PowerPoint, Excel, Word, etc.
- 4 years of experience teaching Mathematics at the middle school and high school level

PROFESSIONAL EXPERIENCE

HOME DEPOT, AURORA, COLORADO

2008 - 2010

Supervisor, Millwork Department. Promoted from Supervisor, Packdown Team

Manage a \$2M annual product and service sales department, and a team of 5 associates and specialists. At **117%** of Annual Sales Goal, **116%** of Inventory Turns and **\$30,000 under** Inventory Goal at time of departure.

FEDEX EXPRESS, ENGLEWOOD, COLORADO

2004 - 2008

Courier

AM First Overnight Delivery Courier (Part-Time), helping with AM overflow deliveries, leading to many weeks being greater than 40 hours. Daily customer contact, meeting service level objectives, and the mental and physical ability to process and deliver/pick-up many packages per hour while driving safely.

THE LORAN GROUP, ENGLEWOOD, COLORADO

2002 - 2010

President/Principal Consultant

My own consulting practice focused on sales and marketing consulting, and out-sourcing. Principal clients: Verizon Information Services, FAA, Agilent Technologies, Colorado Altitude, and Nouveau Riche.

LEGATO SYSTEMS, INC., DENVER, COLORADO

2000 - 2002

Field Marketing Manager, Western US

Planned, coordinated, and executed customer & prospect oriented events in western US (22 states), and created, edited, and delivered presentations for this \$240 Million software and services company.

- Contributed to, edited, and delivered Legato's Disaster Recovery/Business Continuity Presentation at 11 Network Storage University sessions, at the Storage Network Industry Alliance Back-Up Workshop, and at the Federal Information Superiority Conference from January, 2002 through June, 2002, which created over 1500 new prospects for Legato's solutions.
- Delivered Legato's Storage Networking presentation at 5 Network Storage University Sessions during the summer and fall of 2001, which created over 500 new prospects.
- Initiated local User Group meetings in 5 cities in the western US during the fall of 2001 and spring of 2002, which led to increased customer satisfaction.
- Planned, coordinated, and executed over 30 customer/prospect/partner focused events (seminars, tradeshows, workshops, etc.) from June, 2001 to June, 2002, that created over 1600 new prospects.

PROFESSIONAL EXPERIENCE (CONT'D)

LEGATO SYSTEMS, INC., DENVER, COLORADO

1999 – 2000

Named Account Manager

Sold enterprise storage management software and services to these named accounts: Agilent Technologies, Ameritrade Holding, Atmel, CIBER, Corporate Express, First Data Corp, Galileo, H&R Block, Hallmark Cards, JD Edwards, KBKids, Koch Industries, Mutual of Omaha, Tele Tech Holdings, Utilicorp United, Verio.

From **1983 to 1999** Mr. Fenn performed sales functions for several high technology companies, primarily software oriented, including (in reverse chronological order): Sterling Software, Gensym Corporation, Rand Technologies, PDA Engineering, Consilium, CADAM – An IBM Company and Hewlett-Packard.

He **exceeded quota at all of these** organizations and also managed a district of three sales people and a sales engineer at CADAM, where they were one of only three out of 13 districts to exceed quota in FY1990.

Channel Partners: Mr. Fenn is well versed in working with, and for, Partners/Resellers/ ISV's/etc., as nearly all of these positions, as well as Legato Systems, Inc., included working and selling with or through channel partners and resellers. At CADAM, in his roles as Account Manager and then District Account Executive, the care and feeding of capable resellers was a significant part of the direct sales teams' responsibilities. Rand Technologies, where Mr. Fenn was an Account Manager, was a Reseller of Pro-Engineer software and hardware from Sun, IBM, Silicon Graphics and several PC vendors. This provided him with valuable insight into the Vendor-Partner relationship from the Partner side.

Territories and Accounts: The territories covered by Mr. Fenn were generally several states in size, usually including: Colorado, Utah, New Mexico, and Wyoming and up to including: Arizona, Nevada, No. California, Washington, Idaho, Montana, Kansas, Texas, Alberta, Saskatchewan, Manitoba and British Columbia.

Some of the accounts he covered were:

Allied Signal	EIMCO Processing	IDT	National Renewable Energy
AMD	Equipment	Kaman Sciences	Labs
Arizona Public Service	Esso Resources	Karsten Manufacturing	National Semiconductor
AT&T/Bell Labs	Exabyte	Lockheed Martin	Northwest Pipeline
Ball Corp.	Ford Microelectronics	Los Alamos Nat'l Labs	Sandia National Labs
Bechtel Nevada Beech	Gates Rubber Co.	Micromotion	Sony of America
Boeing	Gerry Baby Products	Miniscribe	StorageTek
Cessna	Hercules	Mobil Oil	US West/Qwest
Cyprus Amax	Hewlett-Packard	Morton Thiokol	UTMC
	Hughes Missiles	Motorola	

TEACHING EXPERIENCE

MATHEMATICS, RICKS CENTER FOR THE GIFTED AND TALENTED AT THE UNIVERSITY OF DENVER DENVER, COLORADO	1998
MATHEMATICS, NORTHGLENN JR HS, NORTHGLENN, COLORADO Coached Basketball and Track and Field	1979 – 1980
MATHEMATICS, CENTENNIAL MIDDLE SCHOOL, BOULDER, COLORADO Coached Wrestling and Track and Field	1978 – 1979
MATHEMATICS, LINCOLN EAST JUNIOR/SENIOR HS, LINCOLN, NE Coached Football and Wrestling	1977 – 1978

VOLUNTEER ACTIVITIES

TEAM MANAGER, SOCCER, COLORADO UNITED SOCCER ASSOCIATION Manage Girls Soccer Team, 14U – youngest daughter's team	2010
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VOLUNTEER ACTIVITIES (CONT'D)

ASSISTANT COACH, SOFTBALL, CHERRY CREEK HIGH SCHOOL Helped with the Scarlet Team	2008
TEAM MANAGER, SOCCER, COLORADO STORM SOCCER ASSOCIATION Manage Girls Soccer Team, 11-12U – youngest daughter's team	2007 - 2009
ASSISTANT COACH, SOFTBALL, COLORADO WILDFIRE FAST PITCH SOFTBALL ORGANIZATION Coached 14U, 12U Girls Fast Pitch Softball Teams – oldest and middle daughters' teams	2003-4, 2007
HEAD COACH, SOCCER, DOUGLAS COUNTY SOCCER ASSOCIATION Coached Girls Soccer Team, 5U to 8U – youngest daughter's team	1999 - 2004
ASSISTANT COACH, SOFTBALL, HIGHLANDS RANCH METRO DISTRICT Coached Girls Softball Team, starting at 5U through 9U – middle daughter's team	1995 - 2001
ASSISTANT COACH, SOCCER, DOUGLAS COUNTY SOCCER ASSOCIATION Coached Girls Soccer Team, starting at 5U through 9U – oldest daughter's team	1995 - 1999

EDUCATION

BACHELOR OF SCIENCE, ELECTRICAL ENGINEERING/COMPUTER SCIENCE
UNIVERSITY OF COLORADO, Boulder, Colorado

BACHELOR OF SCIENCE, EDUCATION, MATHEMATICS, MINOR IN BIOLOGY, CERTIFICATE IN ATHLETIC COACHING
UNIVERSITY OF NEBRASKA, Lincoln, Nebraska