

Therese M. Wielage
13966 South Shore Drive
Clive, IA 50325
Phone: 515-988-0450
Email: twielage@q.com

SUMMARY OF QUALIFICATIONS:

25 years of marketing, public relations and media experience for both Fortune 500 companies and small business start-ups, consistently increasing revenue and decreasing costs.

- Executive-level contributor and partner in a three person leadership team responsible for launching and growing an interactive firm to the *Inc 500's* list of fastest growing companies in America, and establishing that firm as recognized leader in web development for national event marketing agencies as well as a leader in the Iowa Information Technology industry .
- Executive Producer, Anchor, Reporter, NBC News Channel; WHOTV-13 Des Moines; WKEF Dayton, OH; KWWL – TV 7 Waterloo, WHO Radio Des Moines, IA, WMUB Public Radio Oxford, OH.
- A seasoned leader that can direct an organization in the visioning of a marketing strategy, development of an economic business case and execution of an aggressive project plan.
- Skilled in effective sales and marketing communications, business partnership development and team building.
- Skilled in online and email marketing with a focused eye on measuring key performance indicators and tracking marketing engagements to conversions.

EXPERIENCE

Chief Marketing Officer 12/98 - present
Spindustry Systems, Inc. Des Moines, IA

- Developed the marketing strategy for a start-up with no venture capital, no bank loans, and no angel investors. Spindustry Systems grew from an IT staffing business to a leader in web strategy, web design and development, and marketing. Delivering to both business-to-business, and business-to-consumer markets in multiple industries.
- Wrote formal marketing plans and formulated pricing schedules for multiple application service provider products.

- Created the company's brand message
- Responsible for all advertising, public and media relations
- Identified and managed the marketing organization's key external business partner relationships.
- Identified grew and managed key company client relationships

Managed multiple web development teams for execution of client web marketing efforts

- Internally managed a team of 40+ professionals and a myriad of vendor resources in the execution of marketing campaigns that were successful at acquiring over 1500 National and Iowa business customers, and tens of thousands of consumers.
- Developed all media plans, wrote and delivered creative copy for all campaigns across all mediums including television, radio, magazine newspaper, billboard and interactive.
- Managed an online campaign that included cost-per-action partnerships and banners ads.
- Implemented an affiliate marketing program and monthly e-mail marketing campaigns.
- Created all sales collateral and online product demonstrations.
- Led all public relations efforts, resulting in coverage in *The Today Show*, *MSNBC*, *Inc Magazine*, *Event Marketer Magazine*, *Des Moines Register*, *Business Record*, *KCCI*, *WHO*, *KWWL*, *KCRG*, *Corridor Business Journal*, *Central Iowa Business*, and others.
- Organized major trade shows named: "Best of Show" by ITEC

Played a key role in the executive leadership of the company, growing from a start-up to multiple business lines including Spindustry Technical Training and Spindustry Staffing, Spindustry Event Technology, Spindustry Search Marketing and SpinVentures, a development company for online partner ventures

- Authored business plans and worked with CFO in creating financial model to present to bankers to secure lines of credit and forgo personal guarantees
- Authored and delivered client sales presentations, educational seminars, and public speaking engagements both local and national.
- Determined strategic business direction, and built a full-time staff of 40 people.
- Drafted design and development agreements, lease agreements, fee schedules
- Created and managed reseller relationships and strategic partnerships with advertising and marketing agencies, and large print shops.

CEO
Spindustry Technical Training

04/06- present
Des Moines, IA

- Stepped in upon the departure of the company president to salvage an "in-the-red" company and turn it around. Directed an effort to take the company from significant losses in 2006 to profitability in 2007.

- Reorganized the sales and marketing, cut operational expenses, grew revenue and profits. Strategically partnered for long-term contracts with major Iowa employers and leveraged a new approach of bundling buy-power for commoditized technical training and designing custom training for corporate clients, rather than marketing and promoting high quality technical trainers.
- Assessed and carried out the asset purchase of computer training company Productivity Point of Iowa.
- Engaged in various high-profile boards and committees on job retraining in the state of Iowa to expand the reach of the company to state and federal dollars for training.
- Participated in lobbying efforts and directly assisted in writing legislation through Technology Association of Iowa for technical training initiatives.

Executive Producer, Anchor, Reporter

1/1983 – 12/98

Various NBC television outlets, WHO Radio and Ohio Public Radio

- An award winning broadcast journalist receiving awards from the National Academy of Television Arts and Science as well as the Associated Press and Iowa Broadcasters Association.

PROFESSIONAL ORGANIZATIONS/ACCOLADES

Honoree with Spindustry in 2003 *INC 500* List of fastest growing companies
 Finalist Ernst & Young Entrepreneur of the Year 2000
 Board of Directors (SBDC) Small Business Development Centers of Iowa
 Iowa Workforce Information Technology Sector Board (IDED)
 Executive Committee (2009 President – Elect) Rotary Club of Des Moines
 Board of Directors (5 years) Winefest Des Moines
 Simpson College Business Advisory Council
 Imagine Iowa (formerly Iowa 2010 Committee)

EDUCATION

Miami University, Oxford Ohio

May 1987 Graduate

Bachelor's Degree - Concentrations in Journalism and Marketing

References Available Upon Request