



Bobby Olander

BMA Phoenix Marketer of the Year

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Education

MBA: Global Management

Concentration: International Marketing
University of Phoenix
GPA 3.59, Class of 2012

B.S.: Business Information Systems

University of Phoenix
GPA 3.85, Class of 2003

A.S.: Financial Management

Community College of the Air Force
GPA 4.0, Class of 1990

Skills: Peer Endorsed

www.linkedin.com/in/robertolander/details/skills

About Me

"I enjoy marketing and creative writing so much that it doesn't feel like work anymore. I am a team player with leadership skills and a desire to keep learning. I would love to talk with you more about this position."

Professional Experience | Accomplishments

Digital Marketing at Mi-One Brands. (2021-2023)

- Launched Email Nurtures for B2B and B2C from scratch, doubled engagement and conversions two year running.
- The face and voice of Mi-Pod in videos and written content, enhancing brand recognition and customer trust.
- Assisted in overall strategy of SEO activities including identifying gaps, writing for SEO and choosing keywords to beat competition.

Marketing Director at Linked Equipment, LLC. (2019-2021)

- Managed marketing and sales readiness for all product lines, leading to increased brand awareness and demand generation. Doubled sales pipe two years in a row.
- Successfully executed integrated inbound/outbound marketing activities, events, rebranding, digital marketing, industry ads, and collateral creation.

Marketing Manager at Baselayer Technology, LLC. (2017-2019)

- Increased employee engagement with Baselayer social programs by 800% through gamification.
- Leveraged syndication of industry expert papers, gating content, writing blogs, and social media to increase leads from the website by 500% and overall pipe by 400%.

NA Director of Sales and Marketing at LogicVein Inc. (2015-2017)

- Created the infrastructure for scalable and ongoing sales and marketing activities into NA markets, leading to \$10M in pipe EOY.
- Achieved \$140,000 net new sales in the first year, acquiring new customers such as General Dynamics and E*TRADE.
- Created a successful lead generation system, that could run with only a sales rep and jr. engineer to field the calls and keep everything running smoothly after my 2-year contract was up.

Strategic Business Development Manager at ATOS. (2013-2015)

- Launched a US presence with a \$200k annual budget, creating sales and marketing materials, and localizing French materials.
- Recruited and supported 10 reseller partners to sell Bull products and services in the US.
- Made product so attractive to US companies that Atos bought the HN Bull US Division to add thier products to its line card.

Product Marketing Manager at Avnet, Inc. (2009-2012)

- Full marketing responsibility for the NetApp product line by taking disenfranchised partners (VARs)
- Results: \$300 million in net-new revenue, 500 bottom tier partner firms outperformed NetApp' middle tier reseller partners.

Awards | Certifications

- Generative AI (2023)
- Shopify Essential Training (2023)
- Webcam Video Presence (2021)
- Google Ads Essential Training (2020)
- Branding Foundations Certification (2019)
- The Marketing of Cool (2018)
- Social Media Marketing: Social CRM (2017)
- HubSpot Inbound Marketing Cert (2017)
- Social Media Boot Camp - ASPE (2012)
- BMA Marketer of the Year (2012)
- Avnet Excalibur: Most Valuable Player (2011)

Military Experience

Sergeant USAF, Gulf War.

NCOIC of Accounting. Decorated Veteran
Honorable Discharge, Leadership Experience

References

Jim Custer, Supervisor at both Avnet and at Atos,
Cell: 480-231-2140 Email: azdietdew@yahoo.com

Parker Lapp, COO at BASELAYER,
parker.lapp@baselayer.com, Ph: 480-375-5724

COMPLETE WORK HISTORY AVAILABLE UPON REQUEST

Experience by Role

Digital Marketing:

- Full-charge Digital Marketing for B2B and B2C. Emails, Email Nurtures, Blogs, Product Reviews, Social Media Management, Press releases. Platforms Used: Dot Digital (MAP) Mondays (project planning), Teams (Collaboration Suite), Canva (Creative). Accomplishments: Launched Email Nurtures for B2B and B2C from scratch. Was the face of Mi-Pod in the videos and the voice of Mi-Pod in its writing. **[Mi-One Brands]**
- Ownership of Linked Equipment's marketing and sales readiness for all product lines. Activities included new product launches, rebranding, website, integrated inbound/outbound marketing activities, events, rebranding, digital marketing, collateral creation, social media, mapping to industry experts, marketing automation, press releases, internal and external communications, SQLs, and demand generation. **[Linked Equipment, LLC.]**
- The full charge of Baselayer's marketing and sales readiness for hardware and software products. Activities included new product launches, rebranding, a new website, integrated inbound/outbound marketing activities, events, rebranding, digital marketing, collateral creation, social media, mapping to industry experts, and lead generation. Integrated: website, telemarketing team, inside sales, social, gated content, email nurtures, and syndicated content to provide the right message at the right time according to each buyer's journey. Revamped inside sales and provided training on BANT, made them part of the lead gen process earlier in the sales cycle so our experienced sales reps were only dealing with SQLs as they popped from the MAP. **[Baselayer Technology, LLC.]**

Social Media Management:

- Full-charge Digital Marketing for B2B and B2C. Emails, Email Nurtures, Blogs, Product Reviews, Social Media Management, Press releases. Platforms Used: Dot Digital (MAP) Mondays (project planning), Teams (Collaboration Suite), Canva (Creative). Accomplishments: Launched Email Nurtures for B2B and B2C from scratch. Was the face of Mi-Pod in the videos and the voice of Mi-Pod in its writing. **[Mi-One Brands]**
- The full charge of Linked Equipment's marketing and sales readiness for all product lines. Activities included new product launches, rebrands, website, integrated inbound/outbound marketing activities, events, rebranding, digital marketing, collateral creation, social media, mapping to industry experts, marketing automation, press releases, internal and external communications, SQLs, and demand generation. **[Linked Equipment, LLC.]**

Marketing Launch:

- The full charge of Baselayer's marketing and sales readiness for hardware and software products. Activities included new product launches, rebranding, a new website, integrated inbound/outbound marketing activities, events, rebranding,, digital marketing, collateral creation, social media, mapping to industry experts, and lead generation. Integrated: website, telemarketing team, inside sales, social, gated content, email nurtures, and syndicated content to provide the right message at the right time according to each buyer's journey. Revamped inside sales and provided training on BANT, made them part of the lead gen process earlier in the sales cycle so our experienced sales reps were only dealing with SQLs as they popped from the MAP. **[Baselayer Technology, LLC.]**

Marketing Management:

- Managed a team of five. Full marketing responsibility for the NetApp product line, including QBRs, program creation, communications, content and collateral, partner training, enablement, demand generation, and communications. We started with 1,200 NetApp's lowest-selling reps from 150 partner firms and helped them outperform their peers. We brought in more than \$300 million in incremental sales growth after three years with a \$2 million investment. **[Avnet, Inc.]**

Creative Writing:

- Full-charge Digital Marketing for B2B and B2C. Emails, Email Nurtures, Blogs, Product Reviews, Social Media Management, Press releases. Platforms Used: Dot Digital (MAP) Mondays (project planning), Teams (Collaboration Suite), Canva (Creative), and Shopify (web retail). Accomplishments: Launched Email Nurtures for B2B and B2C from scratch. Was the face of Mi-Pod in the videos and the voice of Mi-Pod in writing. **[Mi-One Brands]**

Program Launch:

- Contracted to launch LogicVein's North American sales and marketing operations. Created, launched, and executed scalable sales and marketing infrastructure for expansion. We were able to launch in the first few months and created pipe and sales within six months. At the end of year two, I hired a junior US presales support engineer and a junior sales rep to maintain the procedures I had put in place. **[LogicVein Inc.]**
- With a four-person team, we built a U.S. sales and marketing program from scratch to introduce the bullion server line into the U.S. market. **[Bull HN Information Systems]**
- Co-created and then drove the Hewlett Packard ISV Alliances program to success. Responsible for a \$12 million budget for HP Enterprise Hardware solution. **[Hewlett-Packard Company]**