

## Douglas W. Page

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### Professional Overview

Over 15 years of marketing, management and senior leadership in high technology and Internet companies. Demonstrated expertise and results in:

- Developing and implementing marketing and business strategies across multiple channels
- Driving projects from strategy through implementation, on time and on budget
- Senior leadership and team development
- Applying CRM technology and principals to drive customer acquisition and business objectives

### Major Accomplishments

- Successfully build and managed a best-of-breed online collections company from concept to sale (in progress). Drove all aspects of business from strategy through implementation, including fund raising, marketing, partnerships, financial management, and business operations
- Developed and implemented a consulting process that drove business and success. Consulting process directly accounted for four new clients and more than a million dollars of closed new business, and in addition created a strategic partnership with a notable software vendor
- Structured new consulting practice around a new intellectual platform and managed the development of a supporting “cutting edge” business content site. Developed one-of-a-kind site within the business strategy market
- Launched a new product and established a new benchmark for the ASIC semiconductor market. Both product and benchmark significantly increased ASIC sales and market position

### Professional Experience

**2000 – Present**  
CEO, Chairman

#### **ClickCollect Inc.**

Led the company from conception through implementation and potential sale. ClickCollect is the most robust, user-friendly and secure site in the collection industry.

- Responsible for all \$630K raised by ClickCollect to fund operations
- Spearheaded business plan and financial models and analysis
- Negotiated and closed content licensing and all three partnering deals
- Structured and devised robust and versatile promotion code system to track and monitor all marketing activities as well as partner activities to optimize marketing efforts and distribute partnership commissions
- Structured content for site development
- Drove user interface and creative design
- Managed all financial and legal matters
- Developed market positioning, messages, and collateral
- Provided operational leadership

**2000**  
Vice President of  
eMarketing

#### **InsuranceNow**

Drove all online marketing activities for start-up online insurance company.

- Developed and guided online business and marketing direction
- Directly managed marketing aspect of web site development efforts
- Developed detailed market position strategy and marketing leadership
- Heavily participated in major fund raising efforts

**1998 –2000**

Director of Online Strategy, CRM Practice

**USWeb/CKS**

Directed strategic and operational leadership of the on-line strategy group for USWeb/CKS' CRM Practice on the West Coast. Drove strategic thinking regarding the structure and potential implementation of on-line CRM strategies, and provided thought leadership for on-line CRM programs.

- Provided thought leadership regarding online CRM technologies
- Personally closed and nurtured partnership with key software vendor which directly lead to \$M of sales for both companies
- Managed operation of 12 professionals during organizational transition
- Maintained personal and corporate integrity while closing group operations and relocating staff and clients
- Developed and implemented a consulting process that drove business and success.

Clients included: Boston Consulting Group, PriceWatehouseCoopers, Point.com, Markettools, J&J

**1994 – 1998**

Director of Real Time Technologies

**The McKenna Group**

Lead the development of the intellectual framework for defining the technologies and integration requirements needed to implement Real Time Systems for McKenna Group Clients. Drove the development of the Real Time Site to expand the concept of *Real Time*.

- Spearheaded the development of three potential technical partners as well as partnerships with a number of web design firms
- Structured the strategic objectives and plan for the website, and sponsored the plan with the partnership group
- Developed and implemented the content creation and web design business processes to leverage limited resources and budget
- Drove contractor selection, content creation and provided project management
- Stayed within limited budget and delivered five major releases on time.

Senior Consultant

Successfully delivered intellectual framework and project management for numerous market analysis, market segmentation, and market and product positioning projects ranging from \$35K to \$350K covering a wide range of industry sectors.

Clients included: IBM, SegaSoft, Perot Systems, Mitsubishi Electronics, Toshiba, Packard Bell, Applied Materials, Cadence, and many others

**1998 – 1993**

ASIC Product Marketing Manager

**Hitachi America, Ltd.**

Drove all aspects of product development from initial design concept to production shipment. Product responsibilities included all ASIC products generating revenues of ~\$24M annually.

- Spearheaded the development of specific key accounts and increased their revenue to 25% of total ASIC revenues within 18 months
- Developed and implemented 3 product marketing launches, including: product plans, presentation material, promotional pieces, PR plans and literature development to support strategic plans
- Developed new benchmark that changed industry positioning

- Conceptualized, organized and implemented a training program that significantly increased awareness and of ASIC products internally

**1987 - 1989**

Major Account Executive

**Fujitsu Microelectronics, Inc**

Handled all aspects of business for a specific market segment. Managed business between product marketing groups and provided strategic focus for market segment.

- Aggressively worked with sales representatives and sales personnel to meet design quotes for every quarter
- Closed largest and most complex ASIC development deal during tenure
- Developed successful relationship with Japanese counterparts

**1984 – 1987**

Product Marketing Engineer

**California Devices, Inc.**

Provided tactical marketing responsibility for Western United States and technical responsibility for entire United States and Asia. California Devices filed for bankruptcy in August 1987.

- Main contact to customer base and directly responsible for many sales
- Exceeded design win quota starting first quarter in position
- Provided additional technical evaluations that were above and beyond responsibilities

Design Engineer

Solely responsible for success and functioning of customer ASIC designs.

- Senior engineer prior to being promoted to PME, and trained other engineers
- Specifically assigned to most difficult designs
- Successfully developed every customer design
- Designed and developed successful applications test chip

**1983 – 1984**

Development Engineer

**ZyMOS Corporation**

Designed and characterized standard cells focusing on digital and layout considerations. Evaluated and prepared two major system software upgrades.

**Education**

M.B.A., 1988

University of Santa Clara, Santa Clara, CA

B.S. Electrical Engineering, 1983

Case Western Reserve University, Cleveland, OH

B.S. Physics, 1983

Allegheny College, Meadville, PA