

NANCY G. VINKLER



CERTIFIED E-COMMERCE INTERNET BUSINESS CONSULTANT

POSITION

President, Vinkler Internet Enterprises, LLC. Vinkler Internet Enterprise LLC is an independently owned and operated company which uses the WSI Internet Consulting and Education Internet Solutions E-Marketplace to design, develop, and deliver customers' web solutions.

PROFESSIONAL EXPERTISE

For the past 25 years, she has lived in the Philadelphia area and worked in the Information Technology and high tech industry. Her portfolio of experience includes working for Unisys, PECO Energy, Decision One, and Lucent Technology. Over the last 17 years, her technology focus has been in the telecommunications, data networking, and the Internet. Her major role has been helping businesses translate and map their business processes and problems to technology solutions which help them make or save money.

Having over 13 years experience in marketing, business development, product marketing, and product management, she knows how to cost-effectively bring products and services to the market place. She has consulted with hundreds of customers about their new hardware and software solutions and services, helping them ensure a return on their technology investment.

Nancy fully understand value proposition, return on investments, total cost of ownership, business processes and functions, company cultures, decision makers, cost saving initiatives, setting expectations, and launching new products and brands. She knows how difficult it is for a business to make a profit.

She currently serves as Vice President/Marketing chair on the steering committee for the Montgomery County Women's Conference of Montgomery County, Pennsylvania. She serves as the Technology Chair on the board for the National Association for Women

Nancy G. Vinkler
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Business Owners, Greater Philadelphia Chapter. She also serves on the Ambassador and the Technology Committees of the North Penn Chamber of Commerce of Montgomery County, Pennsylvania. She serves on the Technology Committee of the Suburban Chamber of Commerce of Horsham and Willow Grove, Pennsylvania.

EDUCATION

Bachelors of Science - Pennsylvania State University, Education
Masters of Business Administration - Villanova University, Finance

PROFESSIONAL AFFILIATION

Member, Midlantic Business Alliance, 5 county region of Philadelphia, Pennsylvania
Member, Professional Business Network, King of Prussia, Pennsylvania
Member, Business Network International, Conshohocken, Pennsylvania

RELATED EXPERIENCE

- Designed, implemented and managed the web e-business solution for the Quadritek QIP and VitalSuite \$100M software development business for 3 years. The site had 4,000 customers internationally using it on a daily basis and collected 700 leads a day from the various marketing initiatives.

The site was highly interactive and totally integrated among the various user communities and all the business functions which included software development, customer support, training, production documentation, marketing, sales, telemarketing, human resources and most importantly the customer base. Some of the site functionality included:

- Customers to down and up-load fixes/patches/releases and technical product documentation
 - Sales account managers to download all sales and marketing collateral
 - Resellers to sign up to be resellers of the products
 - Customers to review all training courses and sign up and pay for training
 - Customer to participate in technical forums
 - Customer to sign-up and participate in monthly training conferences
 - Customers to register for, pay, and chose sessions at the yearly User Conference
 - Prospects to download demo software, Return On Investment (ROI) models, and calls to action of the marketing campaigns with the leads being sent to the telemarketing group, etc.
- Managed the site design, content, and maintenance of the internal site for the Lucent Network Operation Software \$330M business unit. The site was very interactive and used by the entire corporation.

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- Conducted and produced the WSI Internet Business Analysis and site design for various industries and lines of business including financial, architectural, construction, clinical research, manufacturing, retail, business consultants, health and wellness, printing, accounting, and communications
- Provided WSI life cycle services for various e-business solutions. WSI delivers thousands of e-business solutions to small and medium sized businesses annually. The services include consultation, design, development, hosting, optimization, site registration, review of connectivity, training and marketing support.
- Performed complete search engine optimization analysis for existing web sites.
- Grew new telecommunications product revenues from \$0M to \$87M in a five-year period; grew new network services revenue from \$16M to \$31M in a one-year period.
- Designed and implemented new brands, collateral, advertising, analysts' tours, trade shows, lead generation and new products/services launches including the Unisys *VoiceSource* voice messaging product brand identity, the DecisionOne *NetworkOne* life cycle of network services portfolio, and the QIP Return On Investment (ROI) model and SLA product.
- Garnered number one market share two years in a row for the QIP product by launching and developing market requirements, business case, branding, launch plans, sales kits, competitive analysis, communications strategy, customer focus groups, direct and indirect channel distribution, training, pricing, product packaging, collateral, and corporate computer systems support.
- Launched 4 new competitive network software products, accompanied by a fourth quarter product marketing program which resulted in a \$500K revenue increase.
- Created and implemented PTT voice messaging, product marketing program in Argentina, capturing 100% of the market share within two years.
- Project-managed and outsourced a \$7M network maintenance and operations functions for a 24x7 Network Operation Center (NOC) which supported a voice, data, and wireless infrastructure.
- Project-managed multiple network integration projects including the installation of an integrated, voice and data, mobile radio solution which included 250 customer service vans and a 180-seat call center.

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