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Business Development Associates, LLC.

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OBJECTIVE

Opportunity to aid in growth and development of new business or new business direction for progressive firm. Experience with Start-ups, Venture Capital, Strategic Alliances, and innovative Sales Strategies.

QUALIFICATIONS

- Building successful businesses in diverse industries
- Specialist in start-up and development of service and technology ventures
- Proven ability to analyze markets and identify linkage opportunities
- Experience raising investment capital
- International marketing experience; read and speak French
- A track record of exceeding goals
- MBA with concentrations in marketing and finance

ACHIEVEMENTS

CEO of newly formed plastics design and manufacturing firm with special focus on Food industry. Responsible for strategic development, creation of alliances with Fortune 100 partners, and marketing strategies as well as hiring of key team members.

Projected three year sales in excess of \$250 million. Development and execution of plans to launch new business unit within publicly held information services firm. **Results:** Firm Established as major player in new, high growth market, with projected first year sales in excess of \$10 million for new unit.

Drafted and implemented financial, business, and market plans as founding executive team member for start-up digital imaging company. **Results:** Created profitable \$20 million company within four years; positioned company among top 20 in U.S. prepress sales within five years, with 20%+ return on total assets (ROTA).

Visualized potential applications for new communications technology. Created a market for a product not yet ready to roll out by selecting key players in the publishing and advertising sectors and "seeding" the market with working systems at low cost for initial six-month trial period. **Results:** Had 25 international system users under contract by end of the six-month launch.

Negotiated strategic alliances with equipment and service providers to meet customer needs that could not be fulfilled by start-up company alone. **Results:** Creative arrangement of contract and licensing agreements secured \$2.5 million investment in existing business, and alliances with key players in information management field.

Introduced the digital image archiving concept to the retail catalogue and advertising sectors. **Results:** Created new \$5 million market within one year.

Increased productivity of sales and marketing team by developing new incentives:

- To motivate sales force beyond low price/low margin sales, developed commission plan based on profitability. **Result:** Exceeded profit plan in first year, despite lower-than-projected gross sales.
- To move sales away from peak/valley work pattern, introduced commission bonus based on timing of work. **Result:** More balanced workload, with less overtime and out-sourcing noted within 6 months.
- To reduce time-consuming resales to clients, restructured commission plan to offer additional up-front commissions for extended contracts. **Results:** Multi-year contracts signed with key accounts.

EXPERIENCE

CEO, PLASTICS DESIGN, MARKETING AND MANUFACTURING FIRM

Steamway Corporation, Inc., Scottsburg, IN.

CEO of corporation formed to develop and bring innovative, patented, plastic food trays to market. Trays designed to work as mini pressure cookers in microwave by allowing food to be steamed from raw, frozen state to ready for table in less than five minutes. Projected three year domestic sales in excess of \$250 million.

BUSINESS STRATEGY & GROWTH CONSULTANT

Business Development Associates, LLC, Lexington, Kentucky

Founder of strategic planning, market and product development, and management consulting firm.

- Developed and executed strategic partnering process for e-commerce start-up.
- Creation and execution of negotiation, marketing, and alliance strategy for start-up in plastics industry in dealing with Fortune 100 firms.
- Retained by information services firm to develop and establish "Digital Asset Management" product and services line.
- Retained by privately held applications technology company founded by information management visionaries at Yale University to assist in developing market opportunities.
- Helped launch new business unit for an AMEX information services company, to provide year 2000 compliancy services. Projected sales growth in excess of 150%. Share price increase of 67% during a 3 month engagement.
- Developed business, financial, and marketing plans for launch of new \$1 million educational services business for KY Science & Technology Council.
- Planned and executed expansion of insurance services offering in KY, IN, and WV.
- Negotiation/Brokerage of numerous technology, patent license/sale, and Joint Venture agreements for clients including Biotech research firms, Software developers, Plastics molders, industrial equipment designers, and Professional services firms.

DIRECTOR, ENTREPRENEURIAL VENTURE ORGANIZATION

Lexington Capital, Inc., Lexington, KY

Director of corporation formed to bring entrepreneurial leadership, venture capital funding and financial and management oversight to promising new and existing businesses in need of capital investment not provided by traditional financial institutions.

VICE PRESIDENT, SALES AND MARKETING

Magna-Graphic, Inc., Lexington, Kentucky

Member of management team for \$14 million prepress services firm; responsible for business development, technology assessment, marketing/sales, and reorganization of the customer service division.

- Participated in establishing strategic alliances in the digital photography, digital printing, and page composition sectors based on client needs assessment.
- Participated in the continuing process of reorganizing customer service into self-sufficient teams for increased efficiency, economy, and client satisfaction.
- Primary markets served included textbooks, catalogues, and packaging.

VICE PRESIDENT, SALES AND MARKETING

Bertelsmann/Gruner+Jahr, PrepSAT Division, Franklin, Kentucky

Member of founding management team for \$20+ million U.S. division of international communications media firm; responsible for development of prepress services division, including business development, financial analysis (ROI, ROTA), technology evaluation, marketing and sales.

- Established facilities in Kentucky, Minnesota, and California (2); developed and implemented business and sales plans, managed national sales and broker organization.

- Sales growth topped 20% annually and exceeded corporate goals each year.
- Ranked among top 20 prepress companies in U.S. sales within five years of startup.
- Structured alliances/agreements allowing for \$20 million sales volume with no direct sales personnel on staff.

VICE PRESIDENT, SALES AND MARKETING

National Digital Corporation, New York, New York

Consulted on testing and development of new technology and services with startup digital imaging & communications firm involved in software development and systems integration; joined management team to identify market opportunities, initiate strategic alliances, raise venture capital, and build the business.

- Introduced image management, image compression, and telecommunications transmission technology to the magazine and book publishing, newspaper, and stock photography markets.
- Generated sales in North and South America and Europe, positioned system as industry leader; clients included *Newsweek*, *Time*, *USA Today*, the Smithsonian Institution, and the White House.
- Negotiated multi-million dollar technology purchase/licensing agreement with German media leader Gruner+Jahr.

GENERAL MANAGER

Bruce Coleman, Inc., New York, New York

Recruited photographers for national stock photo agency; negotiated contracts, managed inventory, and marketed product to international advertising/publishing community.

COMMERCIAL AND EDITORIAL PHOTOGRAPHER

New York, New York

Credits include *Newsweek*, *Time*, *The New York Times*, and *National Geographic*.

ORGANIZATIONS

Lexington Strides Ahead - Investor
Bluegrass Business Innovation Network -
Steering Committee
Central KY Inventors and Entrepreneurs
Council - Board of Advisors

Lexington Forum - Member
Greater Lexington Chamber of Commerce -
Member
Better Business Bureau - Member

EDUCATION

MBA with emphasis in Marketing and Finance, Fordham University, New York, NY.

BA with a major in Psychology & Neurobiology, Washington and Lee University, Lexington, VA.