

Michael Mallen

**Sales & Marketing Executive /
Chief Marketing Officer / Business Problem Solver**



Michael is a c-level executive who has led start-ups through Fortune 500 companies to extraordinary results often during complex economic and difficult business times. Recruited by ATT, Michael was selected to the Executive Development Program (GMD) and quickly rose to District Manager, Division Manager, and ultimately Vice President at Pacific Telephone and Pacific Bell. He performed in over twenty different positions in every discipline of telecommunication operations and management transitioning through Divestiture and the various Telecommunications Acts. One of the early adapters of Telcom resale, Michael grew the channel from a small contentious business to over \$250 million. As an expert in resale, he was recruited to USN communications to lead the effort to grow the startup as the Vice President of Marketing and Business Strategy. USN became the fastest growing local exchange carrier (CLEC) in the United States with growth

ranging from \$50M to over \$300M in just eighteen months! He helped lead corporate acquisitions, product development and a successful IPO.

Strategist and visionary complemented by exceptional leadership skills.

After USN, Michael moved on to his start-up venture career with C3, a virtual call center technology and messaging center. He led and grew the company to its acquisition one year later after raising the startup funding and execution stages. He was then recruited to grow a CRM software development company whose unique application was applied to other software and technology companies, after three years of double digit growth, RTI was acquired by HarrisData Corporation, and Michael was retained to lead the growth role as the Executive Vice President of Sales and Marketing. HarrisData developed sophisticated ERP applications for the Mid-market focusing on Manufacturers and Distributors. Michael hired, mentored and led the sales organization to annual growth success and expanded the partner channels with a strong partnership with IBM and its distributors. He created a sophisticated complex consultative practice that targeted manufacturers for Harrisdata software solutions. Michael's significant leadership and people skills distinguished him throughout his exciting career.

Michael is a graduate of San Francisco State University with a degree in Chemistry and English Literature. He attained his MPA with a focus on Organizational Development and Management Systems from the University of Southern California graduating with honors, and attended Duke University's prestigious Fuqua School of Business for an executive program in advanced management. Michael has also served as an District Executive for the Boy Scouts of America and enjoys training and competing with his German Shepherd dog in the sport of Schutzhund.

**Find out more about Michael at www.linkedin.com/in/michaelmallen
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