

Dana A. VanDen Heuvel

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Summary of Qualifications

Innovation focused Internet marketing professional holding over 10 years of business and marketing experience in small business, capital goods, entertainment, advertising and publishing, and transportation markets. Strengths include lucid online marketing strategy development, integrated marketing, consumer generated media, sales & marketing collaboration, and solid marketing operations background. Exceptional research skills, public speaking and media presence.

Core Proficiencies

Weblog & Internet Marketing Strategy	Process Change Implementation	e-Media and New Media Strategy
Direct Marketing Programs	Internet Brand Community Creation / Management	Participant Economy & Consumer Generated Media
Project Planning & Management	Web Development & Management	Sales Technology – SFA - CRM

Professional Experience

Pheedo, Inc. Emeryville, CA (based in Green Bay, WI) 06/05 – present

Director, Business Development

As an early stage team member in this venture funded Internet startup I led our business development efforts, establishing key partnerships and alliances that drove the growth of the RSS, blog and Podcast advertising business. Assisted in developing RSS ad server and RSS analytics product release strategies.

- Participated in the development of Pheedo marketing & thought leadership strategy. Personally responsible for executing ‘thought leadership’ marketing strategy.
- Worked closely with public relations firm to secure speaking engagements, media placement, press interviews and bylined articles. Personally delivered over 20 presentations at marketing conferences in 2005 and several media interviews.
- Produced industry-first reports on Pheedo RSS & weblog advertising data, positioning Pheedo as the leader in RSS advertising analytics.
- Secured business partnership agreements within the RSS industry and participated in publisher recruitment and onboarding efforts.

BlogSavant Green Bay, WI 08/04 – present

Founder / Consultant

Founded a weblog and Internet marketing consultancy focused on equipping emerging brands and thought leaders with Internet marketing and weblog strategy, process, and services to ensure success in their vertical market space.

- Advised CEOs, marketing consultants, entrepreneurs, and political candidates on weblog strategy, technology, tactics and internet community marketing protocol.
- Served as a weblog correspondent writing a weblog for a marketing outsourcing firm. Conducted research and contributed weblog posts on the subject of outsourcing sales and marketing services.
- Sought after speaker on weblog & Internet marketing strategy presentations and part of the American Marketing Association's HotTopic blogging events.
- Consulted with companies in the entertainment, consulting, manufacturing, education and interactive marketing vertical markets on e-marketing strategy, online branding strategy, word-of-mouth marketing strategy and weblog implementation.

Schneider National, Inc. Green Bay, WI 06/04 – 06/05

Manager, Sales Operations

During my tenure at Schneider I aided in developing sales operations processes such as a lead generation department and customer advisory board, that maximized the overall effectiveness of the sales organization. I was responsible for driving the implementation and ensuring standardization of company processes collaborating, developing, implementing and managing sales support programs. I worked closely with other divisions within the company to develop seamless sales support programs and reporting processes.

- Launched an internal business development department to secure new transportation business.
- Initiated a sales technology steering committee to drive adoption of revenue enhancing sales technology throughout the enterprise.
- Pioneered a corporate-wide customer advisory board.
- Contributed to an enterprise-wide Siebel CRM implementation as the sales team requirements spokesperson and process design team member.

Balance Studios Inc. Green Bay, WI 01/04 – 06/04

New Media Director

During this transition-spanning position, I supported the strategic growth of Balance Studio's Interactive capabilities and services through effective PR and marketing strategies.

- Overcame obstacles of budget, low brand recognition and being in a low-technology locale to successfully launch *Inspire* – a web-based creative industry project management and collaboration software product. (www.epicsoft.net)

Krueger International Inc. Green Bay, WI 11/01 – 01/04

Director of Internet Marketing / Sales Technology

While in my position at KI, I achieved substantial sales lead growth of over 350%, using Internet marketing strategy and tactics. In accordance with KI's Go-to-Market Strategy, I led a cross functional team to create an award winning website and industry-leading Internet direct and brand marketing, and advertising campaigns. In addition to providing the creative and strategic direction for KI's extranet program, I executed targeted cross media campaigns involving list procurement, direct mail, and response tracking. In May of 2003, I assumed management of KI's sales force automation group, using the OverQuota sales system, and was charged with driving adoption of Sales Force Automation tools and web-based customer service applications (www.ki.com).

- Increased website lead generation from 2400 leads to 8510 leads in my first year (354%). Achieved an Internet lead rate of 108% of plan in 2003 for web leads
- Conceptualization and creation of over 600 customer extranets.
- Created and executed monthly email marketing campaigns. Personally wrote all copy and code using Dreamweaver and Email Labs. Increased email to lead conversions by over 25%.

- Designed and executed KI's search engine marketing and pay-per-click marketing strategies. Currently SEM and PPC accounts for 8% of lead conversions.
- Forged inter-company agreements positioning my team as the sole e-business and e-marketing resource for all of KI's subsidiary companies, saving over \$400,000 in outsourcing.
- Implemented a web analytics program for marketing and advertising ROI analysis and saved over \$100,000 in advertising expenditures.

Warner Bros./AOL-Time Warner Burbank, CA 11/00 – 11/01

Sales Force Automation Manager

While at Warner Home Video, I was responsible for revitalizing a dormant Sales Force Automation implementation and increasing usability and acceptance of the existing Siebel Consumer Goods application.

- Completed 7 Siebel SRF upgrades in one year based on continuous feedback and innovation.
- Pioneered web-based training for the sales force in the US and UK. Increased acceptance and usage of the system by 20% in the first 60 days of employment through effective training programs.
- Reclaimed over \$3 million in unspent ad monies in under 6 months by implementing a custom Siebel Trade Funds/Promotions module to track and reconcile COOP and MDF ad spending.
- Recipient of the "Razor's Edge" award for outstanding work ethic and service. Nominated by sales force.

Krueger International Inc. Los Angeles, CA 9/98 – 10/00

Sales Specialist

As a KI Sales Specialist, I maintained a highly visible position, interfacing with end users, architecture and design firms, developing business in the high-tech, federal government, and education markets and maintaining relationships with KI's national accounts, Office Depot and Office Max.

- Achieved over 150% of quota in first two years
- Successfully penetrated and developed several large fast-growing, high-tech customer accounts

Publications and Presentations

VanDen Heuvel, Dana (2004/5), "Weblogs in Practice: How Smart Marketers are Using Weblogs," *American Marketing Association Hot Topic: Weblogs and Internet Marketing, Presentations in Seattle, New York, Chicago, San Francisco, Boston and Atlanta*

Devasagayam, Raj, Dana VanDen Heuvel (2004), "Building On-Line Brand Communities (Using Weblogs): Strategies and Implications," *Decision Sciences Institute 2004 Annual Meeting*

VanDen Heuvel, Dana, Dr. Raj Devasagayam, (2004), "GeoFree BrandComms: Building Brand Communities Using Blogs," *British Academy of Marketing Annual Conference, Gloucestershire, England*

VanDen Heuvel, Dana (2003), "Cross-Eyed and Painless: Publishing to Any Media at Any Time," *Seybold San Francisco*

VanDen Heuvel, Dana (2003), "Innovations in Cross-Media Publishing," *Seybold San Francisco*

VanDen Heuvel, Dana, Dr. Raj Devasagayam (2003), "Migrating Toward a Web-Centered Marketing Strategy: Experience From the Capital Goods Marketplace," *MBAA Conference Proceedings, Chicago, IL*

VanDen Heuvel, Dana (2002), "Collaborative Technologies and the Democratization of Design," *Self-published white paper*, www.danavan.net/whitepapers

VanDen Heuvel, Dana, Dr. Raj Devasagayam (1999), "Multivariate Cluster Analytic Model of Benefit-Based Market Segmentation," *MBAA Conference Proceedings, Chicago, IL*

Education

St. Norbert College De Pere, WI

- Bachelors Degree - Business Administration/Marketing

Professional Development

- Leadership Development, Schneider National Inc.
- Leading Change, Change Management Training
- SPIN Selling, Huthwaite Corp.
- Major Account Sales Strategy, Huthwaite Corp.
- DEI Prospect Management Training.
- Fact-based Selling and Category Management Training, Warner Home Video Corp.
- Siebel Business Analyst course work in sales force automation technology

Activities and Affiliations

- Board Member, Fox River Advertising Federation
- Board Member, Milwaukee Interactive Marketing Association
- Business Advisory Board, NWTC E-Business Program
- Business Advisory Board, St. Norbert College SIFE
- American Marketing Association
- Current, Green Bay Young Professionals Network