

Robert Bectel

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SUMMARY

I am widely experienced with a diverse range of technologies and marketing practices enabling me to perform well in the technical markets. I have excelled in both the for- and non-profit business sectors engaging in marketing campaign development and management, industry specific statistical research and analysis, both soft and hardcopy publishing, complex internet enterprise management, content management and issue advocacy.

My background in marketing, technology and policy analysis provides me with diverse set of skills with which I can add value to the corporate enterprise.

TECHNICAL SKILLS SUMMARY

- Database: Client and server based SQL, Access and dBase database application development, data mining and analysis. Experienced with project and contact database management software such as Goldmine.
- Statistical Analysis Software: Proficient in the use of SPSS, MapInfo, Web-Trends for purposes of data mining and web analytics.
- Skilled at placing quantitative analysis in the context of business issues.
- Demonstrated political, statistical and economic policy analysis and research abilities. (see Publications)
- Publication and Web Authoring Software: Highly skilled with Adobe GoLive, Acrobat, Illustrator, PageMaker, PhotoShop and Quark Xpress. Very knowledgeable on the use of Macromedia Dreamweaver and Freehand, Allaire Homesite and other website creation software packages.
- Languages: MS Visual Basic, HTML, XML, JAVA, C, FORTRAN, Pascal and COBOL.
- Information Security: Security policies, technologies and methods i.e., token authentication and registration.
- Operating Systems: Expert in the use and configuration of Microsoft operating systems.
- Desktop Applications: Accomplished in the use of all Microsoft Office Suite desktop applications.
- Hardware and Systems: Widely experienced with the planning, construction, assembly and configuration of systems and software for Mac and PC platforms.

EDUCATION

Michigan State University, East Lansing, Michigan
B.A. public administration and economics, 1995

EMPLOYMENT HISTORY

08/2001 - 12/2001

Marketing/Customer Database Manager

01/2002 - present

Director, Marketing

ChainDrugStore.net Inc.

Alexandria, VA

Responsibilities Include:

- Conduct in-depth research nationally and by specific market to determine appropriate marketing approach based on consumer profiles, competitive situation and awareness of the brand. Enhance and/or develop new data models to improve existing techniques or assumptions. Perform ad-hoc analysis to support sales and marketing decision making process. Report to senior management on industry trends, market studies and economic conditions related to product development and research in concurrence with marketing objectives. Research prospects to meet marketing program requirements and determine trends to optimize customer contacts and strategies for strategic marketing goals.
- Develop and analyze regular sales force metrics performing marketing and sales analysis for the entire sales process throughout market category roll-outs. Perform profitability and ROI

analysis/reporting. Provide campaign analysis, segmentation analysis, and experimental test design of marketing initiatives.

- Perform sales database management including collaborations with retailer and supplier relations to ensure database accurately reflects the scope and nature of contacts with retail and supplier users and prospects. Oversee the planning and development of the marketing/contact management database to determine applicability for use as a closed-loop sales tool. Continue the development and refinement of the ChainDrugStore.net e-newsletter subscriber list and improved integration with the Goldmine contact database.
- Develop and execute direct marketing and e-marketing campaigns to specific market segments.
- Lead development of marketing materials and assist in the development of pricing.
- Manage the ChainDrugStore.net Internet marketing initiative, including marketing centric web-site design, support and review as well as personnel training.

2000-2001
Portal Manager

TruSecure Corporation
Reston, VA

Responsibilities Included:

- Working with the Chief Marketing Officer to develop and implement the online marketing strategy for the TruSecure/ICSA.net suite of websites.
- Working with sales, public relations and marketing personnel to broadcast corporate news and public information across the internet.
- Participating in business development negotiations with potential industry partners.
- Serving as the internet marketing liaison between numerous divisions of the TruSecure Corporation. This included the ICSA laboratories in Pennsylvania, *Information Security Magazine* in Massachusetts and the corporate headquarters in Virginia.
- Rewriting existing collateral content for use in online environment.
- Coordinating the development of multi-branded partner websites, including secure online risk assessment tools.
- Developing and managing corporate web enterprises, including customer, product, business publication, and research laboratory websites. Additionally I managed the corporate intra- and extranet projects. These combined sites constituted online content in excess of 10,000 pages supporting more than 1.5 million visitor sessions per year, 500 thousand unique visitors and more than 250 customers.
- Sustaining an existing prototype website leading to a full-scale redesign and subsequent implementation of the entire corporate web enterprise.
- Developing internal policies for global URL acquisition, disputes, and brand protection, comprising broad spectrum and narrow band web searching as well as use of automated trademark and name protection methods.
- Submitting URL to all leading internet search engines and security portals to further increase online corporate exposure. Researching web enterprise globalization technologies.
- Creating and implementing content publication standards, guidelines, and security schemes.
- Developing a plan for purchase and implementation of an online content management system.
- Working on-call 24/7 for the Risk Analysis team, serving as the liaison between the underground risk analysis team and the public regarding security and information infrastructure exploits.
- Managing outside technology consultant relationships in the areas of web application design.
- Researching and assessing cutting-edge technologies for use in a secure corporate web space, such as PDA, WAP, XML, CSS, and various web security methods.
- Installing banner advertising campaign on the *Information Security Magazine* website.
- Supervising the web team comprised of three persons and one intern.
- Implementing secure online communities for laboratory website for use by paying customers, vendor clients, and internal experts.
- Preparing internet analyses for board meetings concerning web enterprise developments, website traffic fluctuations and successes including web analytics on all aspects of web site and server performance in accordance with the sales and marketing goals for the company.
- Handling all enterprise visitor inquiries, complaints and concerns.

1999 – 2000
Online Content Manager

American Association for Retired Persons
Internet/Intranet Presence Team, Research Group
Washington DC

Responsibilities Included:

- Converting published AARP research products to formats applicable for use online.
- Advising on correct Internet policy and guidelines for online content.
- Acting as web editor for online projects.
- Implementing design structure and content from conception and implementation to release.
- Performing daily traffic analysis, updates and site management functions.
- Teaming with the lead technical personnel and creative services to develop strategic concept/visual solutions for AARP's online communication activities.
- Designing graphic and visual information systems and templates to enhance visual clarity and continuity, provide common interface schemes and ensure appropriate branding for the web portal.
- Directing technical resources used in the production of Internet material supporting AARP research, policy and membership needs.
- Playing a key role in establishing and implementing the technology vision behind the AARP research group web portal. Develop publishing tracking systems, conversion tools, automation tools, procedures, and miscellaneous support projects; advising subject matter experts on technical feasibility of projects, new products, and methods for content production.

1996-1999
Researcher

American Association for Retired Persons,
Public Policy Institute
Long-Term Care and Public Benefits Research
Washington, DC

Responsibilities Included:

- Researching and analyzing data on long-term care systems, nursing home quality, nursing home regulation enforcement, drug use, and therapy in institutional long-term care, self-managed care options, and case management in Europe and North America.
- Producing chart-books and analytical papers, examining global long-term care programs.
- Developing statistical model for consumer preferences regarding self-managed care.
- Developing a long-term care services definition with research colleagues.
- Creating a long-term care research library database and associated applications.
- Developing long-term care data for the Profile of the States Database as part of a research team.
- Designing and developing Public Policy and Research Group web presence.
- Using mapping applications for visual presentation of various nationwide LTC systems indicators.

1996-1999
Consultant

Self Employed

Responsibilities Included:

- Developing home computer systems for family and executive level users.
- Designing, planning and assembling home technology systems.
- Providing application level support to clients including applications developed internally as well as off-the-shelf applications

1996-1996
Consultant

**Pharmaceutical Research and Manufacturers
Foundation**
Washington, DC

Responsibilities Included:

- Collecting and performing the statistical analysis of 1996 awardee survey.
- Developing a database relating to the awardee survey and associated grant moneys.
- Presenting survey results for the board of directors.
- Providing form and functionality advice concerning website development for Foundation website.

1995-1995

GlaxoWellcome (now GlaxoSmithkline)
Federal Government Relations
Washington, DC

Responsibilities Included:

- Developing a database for tracking the lobbying efforts of Glaxo Wellcome, on issues pertaining to the GATT pharmaceutical patent.
- Conducting issue advocacy on GATT treaty.
- Assessing the effectiveness of the Waxman Hatch Act, with respect to GATT treaty.
- Analyzing the R&D tax credit with emphasis on its impact on Glaxo Wellcome.
- Analyzing pending legislation i.e., international tax and trade and government budget proposals.
- Investigating the applicability to federal relation functions of the Internet and world wide web.

PUBLIC WEB SITE EXPERIENCE

- www.TruSecure.Com
- www.InfoSecurityMag.Com
- www.ICSALabs.Com
- Research.AARP.Org
- www.PharmaFoundation.Org

PUBLICATIONS

Co-authored several publications and textbooks used in university post-graduate education and by industry research groups.

Across the States, 1996. Profiles of Long-Term Care Systems

Across the States, 1998. Profiles of Long-Term Care Systems

- These publications featured up-to-date statistics on long-term care systems for each state and five U.S. territories, under four major headings - demographics, recipients, providers and expenditures.

Midlife and Older Americans with Disabilities: Who Gets Help?

- This publication presents easy-to-understand data on the characteristics of mid-life and older Americans with disabilities who receive long-term care.

Consumer-Directed Long-Term Care: Participants' Experiences in Five Countries

- Summarizing the findings of studies in Austria, France, Germany, the Netherlands, and the United States that reviewed consumer-directed long-term care programs in these countries.