

## Paul B. Baron

Wilmington, NC

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Paul Baron is a hands-on Senior Sales, Marketing, Strategic Partnership and Business Development Executive with 3+ decades' experience designing and executing 'go to market strategies' for growing companies, high-performing sales teams and partners that have generated double-digit growth and over \$1Billion in sales.

Paul is an articulate communicator with outstanding public speaking and presentation skills, leverages his active, diverse network of C-level influencers, has a working knowledge of a wide range of technology, business, sales, and marketing solutions and services. He is frequently called upon to guest lecture at UNCW, and regularly volunteers his time and experience to mentor startups, established businesses in the community, and student interns out of Wilmington incubator tekMountain and UNCW's Center for Innovation and Entrepreneurship (CIE.) Paul serves on the advisory boards at the CIE, UNCW School of Business and its Entrepreneurship programs, non-profit organizations, and privately held businesses in Wilmington, Atlanta, and NY.

Paul's experience with start-up, pre-IPO and Public Companies spans a wide range of industries in B2B, B2C, retail, manufacturing and distribution, telecom, mobile, international, and franchising. Equally comfortable in the bull-pen, R&D lab, or Executive office, Paul is 'industry agnostic', and can deliver hands-on direction or revenue support to implement and execute processes that will exceed goals in any industry, for any product, service, or technology. Paul has personally developed and launched concepts, and successfully exited several start-ups, including 2 restaurants in NY and FL, 2 sporting goods retail stores, a software development company delivering a communications software solution that was licensed and distributed by Samsung and AT&T, and an online community news and advertising publication serving over 500 cities nationwide. Paul also has successful turn-around, buy-side due diligence, and exit experience.

Paul lives in Wilmington with his wife Maureen, 2 Portuguese Water Dogs Walter & Victor, and is a competitive tennis player, sailor, and swimmer.

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### *January 1994 - Present*

#### *WebTel Marketing - Managing Director*

- Consultative and hands-on sales, business development, and marketing support to innovative companies, management, and brands seeking to find their high value audience of customers and strategic partnerships.
- Supporting strategic buyers and private equity in identifying acquisition targets to help grow their revenue and customer goals, or exit plans.
- Supporting the launch and go-to-market plans for start-up and emerging businesses seeking their target customers, as well as technology, service, and CPG mfg based in the US or internationally, needing to identify, engage, or capture their North American and international audience – DTC, retail, distribution, mfg.
- For more than 13 years, I have successfully represented Russian and Israeli products, assisting Moscow based SPIRIT DSP & IndoorSPIRIT, and Tel-Aviv headquartered Media2Go (<http://www.media-2go.net/>) Business, Channel, & Market Development for Media2Go's advanced Location Based Marketing (LBM) WiFi platform empowering results-driven marketing campaigns. Offering a rapid setup, real-time campaign management and visual results analysis, Media2Go delivers a powerful, all-in-one Wi-Fi and Bluetooth proximity marketing solution. Learn more at <http://www.webtelmarketing.com>
- Active projects include
  - Branding and launch of SaaS solution and subscriber solution being developed by a non-profit supporting animal shelter and pet rescue organizations. Recommending online resources and implementing necessary responsive website updates.

- Developed go-to-market and long-term strategic roadmaps for CPG products, consumer electronics, furniture, apparel, fashion accessories, more. Hands on execution of sales plan, contract negotiations, e-commerce DTC, retail, and distribution channels. Branding, PR, trade shows, more.

### ***2010 to present - Advisory Board Activities***

Supporting business plan creation, investment relationsm, distribution partnerships and licensing of the respective market disruptive technologies and solutions from these innovative start-ups.

- UNCW Business School of Entrepreneurship, Wilmington, NC Advisory Board member
- Mentor at [tekMountain](http://tekMountain.com), Wilmington incubator & accelerator owned by CastleBranch, Inc.
- Center for Innovation & Entrepreneurship Advisory Board, Wilmington, NC
- BedLab ([www.bedlab.com](http://www.bedlab.com)), Gainesville, GA
- Earthquake Resistant Building Construction, Inc. ([www.erbc-inc.com](http://www.erbc-inc.com)), patent holder for JacBlox framing system for mitigating stress from hurricanes and earthquakes; JacLock screws and screwdrivers, New York, NY

### ***February, 2015 – July, 2016***

***Seahawk Innovation, LLC (<http://www.seahawk.biz/>), Wilmington, NC*** – Principal – M&A Advisory, Venture Fund, IP Commercialization

- Establish, build, and manage Seahawk’s Buy-Side Practice – engaged 6 private equity groups with retained search agreements leading to acquisitions; identify businesses meeting PEG investment criteria and support their transitioning or exit objectives, facilitate business discussions leading to a transaction.
  - Introduced \$450M revenue insurance company to PEG
  - Introduced profitable fitness brand (5 locations) to a major (2,000+ location) fitness / health brands franchise system seeking new growth.
- Identify, Engage, and Negotiate sell-side agreements to represent companies in transition in these sectors: apparel, manufacturing, retail, fin-tech, SaaS cloud services provider, baby product manufacturer, others.
  - Signed agreement to sell \$10M high-tech software company – location based advertising
  - Signed agreement to sell \$150M software company
  - Identify buyer prospects for Seahawk portfolio companies seeking exit, growth investment partners.
- UNCW Partnership - Create and manage internship program with UNCW’s graduate business school, Advisor to School of Entrepreneurship, generate opportunity from other areas for potential ideation and support of Wilmington’s start-up community and facilitate business creation and funding
- CIE (Center for Innovation & Entrepreneurship) Advisory board member

### ***Aug, 2013 – February, 2015***

***US CAST, Inc. (<http://www.uscast.net/>), Wilmington, NC and Pittsgrove, NJ*** – General Manager, Sales, Marketing, & Customer Relations. *Plastics Manufacturing*

Responsible for transitioning this privately owned, multi-million dollar 60 year old manufacturer of cast acrylic plastics products, following the death of its founder and CEO. Successfully established, implemented, and managed the sales, marketing, and back-office systems to engage, support, and grow customer base of 650 customers, distribution channels, outside sales reps. Positioned company for exit. Hired in February by M&A Advisor to facilitate the exit.

- Reduced sales costs by 7%,
- Increased sales by 20% in first year
- Created the company’s first website and digital marketing presence
- Represented US Cast at industry events and trade shows. Appointed to Manufacturer’s Council

**2010 – Aug, 2013**

**Media2Go (<http://www.media-2go.net/>) – Tel Aviv, Israel – Business Development Director**

Business, Channel, & Market Development with exclusive distribution rights for US - Media2Go's advanced Location Based Marketing (LBM) platform empowers results-driven marketing campaigns. Offering a rapid setup, real-time ad campaign management and visual results analysis, Media2Go delivers a powerful, all-in-one Wi-Fi and Bluetooth proximity marketing solution.

**10/2003 – 2015**

**SPIRIT Technologies and VideoMost.com, Moscow, Russia [www.spiritcorp.com](http://www.spiritcorp.com) and [www.videomost.com/en](http://www.videomost.com/en)  
Marketing and Business Development Director, North America (Spirit)  
Vice President, North America for (VideoMost - a SPIRIT subsidiary)**

Independent Contractor representing this 30 year old, 120 employee, Russian communications software development company targeting North American (and worldwide) markets of device manufacturers, carriers, cloud service providers, game developers, for embedded, mobile, internet, and PC based OEM/Development of consumer products and subscriber services.

- Licensed more than \$10MM USD of software and engineering services
- Key SPIRIT customers include Agere, Adobe, Apple, Skype, Microsoft, PalTalk, Huawei, Polycom, Motorola, Trinity Convergence, NorTel, Samsung, Oracle, Macromedia, others.

**2008 – 2011**

**Hometowntimes.com, Atlanta, GA – Founder and CEO**

Co-founded Hometowntimes.com, creating the concept and building its nationwide network of 500+ community websites, offering news, information, events, ads, and social networking at the local level. The websites serve local businesses as they seek to reach their customers using online, email, mobile marketing solutions to increase awareness and drive traffic. Hometowntimes.com was recognized three straight years, 2009 – 2011, as an Atlanta TOP 25 Franchise System, ranking 10th of more than 150 franchisors headquartered in the metro area. Hometowntimes.com was sold in 2011.

**2005-2007**

**Sage Software, Atlanta, GA - Director, New Business Development, Trade Associations and Franchises (TAF)**

- Managed the entire sales, marketing, and business development process and resources to attract and grow revenue from North American associations and the 3,000+ franchise systems for Sage's CRM and accounting software solutions
- Created and executed the business plan and implemented a TAF strategy across sales, marketing, online resources, and R&D departments

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**ENTREPRENEURIAL ENDEAVORS** included general sales, partnership development, marketing, and operations management for a software development company (PAGE-Tel, Inc.). Built a VAR network sales channel of more than 2,800 dealers; 3 restaurants ([www.wardsbridgeinn.com](http://www.wardsbridgeinn.com)), a hotel, 2 sporting goods retail stores, and a telemarketing firm. All businesses sold.

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## **EDUCATION**

- **University of New Hampshire**, Durham, NH - Completed post graduate mathematics coursework (no degree)
- **State University of New York at New Paltz**, NY - BS Mathematics, Education – Captain, Tennis Team. Varsity swimming
- **Long Beach**, NY – High School graduate