

## Contact

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sixtiessurvivors.com (Blog)

## Top Skills

Strategic Partnerships  
Start-ups  
Strategy

## Certifications

Certified Franchise Executive

## Publications

The Sixties Survivors'™ Guide

## Patents

JacLock screws and screwdrivers

# Paul Baron

Contract CEO, Operations, Business Development  
Wilmington, North Carolina

## Summary

Paul Baron is a hands-on Executive level Operations, 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 thrives in rapid growth, high energy environments, and values a diverse culture with good people who like to dream big, work hard and have fun. Paul leads with positivity, humor and humility.

An articulate communicator with outstanding public speaking and presentation skills, Paul is frequently asked to guest lecture at industry events, and at UNCW, where Paul volunteers as mentor to business owners and student interns. Find Paul at accelerators tekMountain and UNCW's Center for Innovation and Entrepreneurship (CIE.) Paul serves on advisory boards at UNCW, at non-profit organizations, and privately held businesses in Wilmington, Atlanta, and NY.

Paul's experience spans B2B, B2C, retail, manufacturing, distribution, international, and franchising. Equally comfortable in the bull-pen, R&D lab, or Executive office, Paul is 'industry agnostic', and can deliver hands-on 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, more.

Currently Paul is CEO of Tru Blu Dog Wash NA, the manufacturer of the K9000, the world leader in self serve dog wash machines seen at car wash, pet products retail, hotels, residential real estate developments, dog parks, campgrounds, quick lube oil change locations, beaches, and more.

Paul lives in Wilmington, NC with his wife Maureen, and their Portuguese Water Dogs, is a competitive tennis player, sailor, and distance swimmer.

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## Experience

### WebTel Marketing

Managing Partner, Founder, Contract CEO / COO / Business Development

January 1994 - Present

Wilmington, NC; Travel anywhere

Paul Baron is a UNCW CIE (Center for Innovation & Entrepreneurship) and TekMountain mentor, supporting business life cycle growth from concept to startup, customer acquisition, operations, emerging growth companies, and businesses readying for exit. Any industry, any market, any location.

### Manufacturing & Distribution -

As CEO of Tru Blu K9000 Dog Wash LLC, I founded the North American presence of this wholly owned subsidiary company of Australian Tru Blu K9000 Dog Wash PTY (founded in 2005.) Established its US headquarters, warehouse, retail dog wash & reseller channel showroom, customer support, initiated legal actions against competitors violating the company's registered trademarks, identified and engaged American manufacturing and early customers. Created all social media, email & digital marketing, industry trade show event support, first year sales of 45 North American K9000 dog wash sales resulted in over \$700K revenue. Company now positioned for growth to 5,000 units and \$50MM revenue by year 5. See <https://k9000dogwash.com>

Plastics manufacturing - <http://www.uscast.net> - clear cast acrylic tubes and rods. All sales, marketing, and distribution programs. Positioned company for exit following death of its founder.

Here are some example clients:

CozyPhones - as VP Strategic Development, I worked with the founder and CEO to develop a 5 year sales and corporate growth plan.

HalfUnited ([www.halfunited.com](http://www.halfunited.com)) - social entrepreneurship driving the next great lifestyle brand - Fashion that Feeds.

B2B - ToYourRescue, a not-for-profit, web based software application help animal shelters and pet rescues manage their operations, members, events, and donors. Learn more at [ww.toyourrescue.org](http://ww.toyourrescue.org).

International companies seeking to identify and capture their North American audience. Represented Russian and Israeli companies, licensing voice & video technologies powering devices used by more than 1 Billion users in 100 countries.

### UNCW Entrepreneurship Advisory Board

Advisory Board Member

February 2011 - Present

Wilmington, NC

Paul serves as an Advisory Board member for UNC (Wilmington's) Center for Innovation and Entrepreneurship and the Business School of Entrepreneurship.

Paul currently advises two innovative startups with strategic direction and identifying partnerships for licensing newly approved patented solutions and technology --- ERBC is an IP holding company with patents in the construction industry. ERBC's JacBLOX Framing System delivers both mitigation of life and property damage, plus improved energy efficiency in its patented system and design which solves risks associated with steel framing residential buildings in hazard-prone areas. ERBC also holds an approved patent on its JacLOCK screw and screwdriver, a market disruptive innovation to prevent slippage and reduce torque and injury associated with these tools. <http://www.erbc-inc.com>

BedLab LLC promises to revolutionize the market with cost-effective, computer controlled adjustable beds, for use in hospitals, nursing homes and for home care. BedLab's patented solutions will provide a wide range of timed, computer-controlled movement programs that eliminate the need for nurses to manually turn patients. BedLab's mission is to radically reduce the incidence of pressure ulcers, pulmonary complications and other consequences of patient immobility. While the industry has widely focused on treatment of pressure ulcers, prevention is key. <http://www.bedlab.com>

I welcome inquiries to [paul@erbc-inc.com](mailto:paul@erbc-inc.com) from manufacturers, grants, and investment funding for advancing prototypes and distribution to bring these innovations to market.

### SixtiesSurvivors.com

Founder

September 2012 - Present

The ultimate blog for Baby Boomers seeking health, nutrition, fitness, and lifestyle information and resources. Baby Boomers, my Sixties Survivors contemporaries ... Looking for news, information, advice, innovations for health, lifestyle, and fitness that is right for us. Visit and contribute. Our journey continues. Let's enjoy the path, play, and celebrate every day. <http://www.sixtiessurvivors.com>

### Tru Blu K9000 Self Serve Dog Wash NA

CEO

November 2017 - December 2018 (1 year 2 months)

Wilmington, North Carolina Area

Tru Blu Dog Wash is the Australian manufacturer of the category defining premium Do It Yourself (DIY) K9000®' self serve dog wash. Dog owners love the fact they can take the messy job of washing their dog out of their own bathrooms and laundries. Tru Blu Dog Wash NA brings the convenience of a self serve machine to pet friendly sites throughout the United States and Canada.

The K9000®' delivers solid returns for business owners – attracting customers and adding revenue with a high value amenity to pet friendly locations ... from car washes to residential real estate, convenience stores, campgrounds, pet products retailers, quick lube / oil change businesses, gas stations, dog parks, beaches, and shopping malls – and the K9000®' creates very happy pooch owners.

Invented 12 years ago, there are more than 1,600 installed units worldwide. The K9000®' is fully self-contained with a soap free, hypoallergenic shampoo, a rich & nourishing Aussie Creme Conditioner, and a Veterinary Registered natural flea & tick rinse, and dryer. No need for towels, no clogging the drain at home with hair, no mess to clean up.

The secret to the K9000®'s success is its ease of installation in a huge range of sites, indoors or outdoors, operates 24 hours a day, 365 days a year. Takes

credit cards, mobile payments and tokens for loyalty programs. Its long term fail-safe operation is provided, thanks to exceptional engineering and proven reliable components, and its user-friendly design.

For more information about the K9000® for your pet friendly business, location, or sponsorship opportunity, visit [k9000dogwash.com](http://k9000dogwash.com)

## Seahawk Innovation, LLC

Principal

March 2015 - July 2016 (1 year 5 months)

Wilmington, North Carolina Area

We provide solutions for every stage of the company life cycle ranging from launch to exit. With our team of consultants including former CEOs, successful entrepreneurs, and subject matter experts, we are well-equipped to provide a well-rounded suite of advisory solutions.

Buy / Sell Advisory Services - As you consider buying another business or selling your own, our team has partnerships with some of the Southeast's most experienced investment banking professionals and can help you at every stage of this often complicated and time consuming process.

There's a delicate balance between risk and reward when buying or selling a business. Our experienced team will thoroughly analyze your deal and advise you throughout the process. Services include targeted searches, due diligence, deal structure, and negotiation.

Currently representing more than 20 strategic buyers and private equity groups seeking acquisitions that meet their growth and investment criteria. I will also represent select companies seeking exit or some growth transaction or partnership. Please connect with me for more information.

[paul@seahawk.biz](mailto:paul@seahawk.biz)

mimijumi

SVP, Sales and Strategic Partnerships

January 2016 - June 2016 (6 months)

mimijumi is a Seahawk Innovation portfolio company. Paul successfully implemented a sales strategy and software resources to support the baby bottle manufacturing company's internal sales team, order processing, and manage its retail and international distribution channels. Objectives further

include identifying and engaging strategic and complementary product manufacturers for growth opportunities. Mimijumi was selected "Entrepreneur of the Year" in 2015 in Wilmington, NC.

### VideoMost

Vice President, North America

June 2010 - December 2014 (4 years 7 months)

<http://www.videomost.com/en>

A SPIRIT DSP subsidiary. Product launch, full US sales and marketing oversight, identifying customers, early adopters for secure enterprise/carrier-grade multi-party video conference services as a white labeled subscriber service for service providers, carriers, SaaS application developers, MSP's. Client and partnership development focusing on these segments seeking to add high-margin subscriber services, ASP/cloud computing vendors delivering SMB solutions, social networks and gaming application developers, chat, CRM solutions, large SMB's seeking to implement affordable, highest quality voice and video team meeting and conference solutions. Analyst relations, trade show presentations. See more at [www.videomost.com/en](http://www.videomost.com/en).

### SPIRIT Technologies, LLC

Business Development Consultant

November 2003 - December 2014 (11 years 2 months)

Sales, marketing, and business development of SPIRIT's DSP solutions, GPS, audio, and video technologies. Customers include semiconductor, telecommunications OEM, gateway vendors, automotive applications, other hardware and software development. Responsibilities include negotiating license agreements with developers, OEM's, carriers, and service providers for SPIRIT's communications platforms and codecs. See [www.spiritdsp.com](http://www.spiritdsp.com)

### Media2Go

Director, Business Development & Partnerships

May 2012 - July 2013 (1 year 3 months)

Exclusive distributor for US and Russia - Media2Go's advanced Location Based Marketing (LBM) platform empowers 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.

Reach out to [paul@media-2go.net](mailto:paul@media-2go.net) for more information. Partners and Resellers wanted. If you're creating, delivering, or managing advertising for

retail, malls, airports, restaurants, coffee shops, bus, train, convention centers  
-- anywhere there are mobile devices within 150 yards of your location, let's talk.

TrueConf - <http://www.trueconf.com>

VP, Sales and Partnerships - Worldwide

March 2012 - May 2012 (3 months)

Create US business and market plan for sales, licensing, and partnerships for the TrueConf Server. TrueConf (<http://www.trueconf.com>) offers a software-based video conferencing server designed for creating a secure, HD voice and video private conferencing infrastructure for companies of any size. Licensed monthly, yearly, or unlimited (royalty-free.)

Online, hosted video-conference services also available for affordable monthly, annual, or event licensing.

Hometowntimes.com

Founder and Managing Director

October 2008 - February 2011 (2 years 5 months)

Paul is an IFA Certified Franchise Executive (CFE). In 2008, founded Hometowntimes.com to provide business opportunities to community business leaders. Paul created the business and market plan, successfully executed on the plan, to create a franchise system to serve 1,000's of communities. A Hometowntimes site is designed to improve the way neighbors, friends, businesses and their customers are engaged, informed, and communicate. Hometowntimes.com became the market leader and business model for a local social network delivering a content search solution for local and national footprint companies to be found online and interact within their community and customers. For three straight years, HometownTimes.com was recognized as a "Top 25" Franchise System in Atlanta, and was branded to becoming the market segment leader in hyperlocal news and advertising. Paul's primary responsibility within Hometowntimes.com was driving the product vision, assembling a passionate team to realize that vision and making sure people have fun while they're at it.

Sage Software SBD, Inc.

Director, New Business Development - Franchises

February 2005 - January 2007 (2 years)

Targeting Sage's Franchise and Membership (trade associations) organization customer segments, complete business and marketing plan development,

revenue and P&L responsibility for a targeted 5 year/\$10MM revenue plan and new marketing focus for Sage's ACT!, Peachtree, and Timeslips solutions. Authored published articles, engaged customers, support trade shows, speaking opportunities, strategic partnerships with POS vendors, more.

- Achieved positioning of Sage SBD products to audience of 3,000+ franchisors and 700K franchisees through direct, email, online, telephone, media placements, and trade show sponsorships/participation
- Authored and published articles in industry journals, newsletters, and magazines
- Completed consultant certifications on all SBD products
- Attained Certified Franchise Executive credentials
- Worked internally across departments to familiarize and engage stakeholders in activities and special needs of the TAF markets, and migration opportunities

### Commetrex Corp.

Director, Worldwide Sales

September 2001 - October 2003 (2 years 2 months)

Complete revenue responsibilities .. resulting in increased sales and market position of Commetrex throughout the telecom downturn, allowing the company to maintain headcount, increase new product development, and continue to support a growing customer base. New strategic partnerships have been established, as well as a development network to distribute and market new products. Trade show support, development of marketing presentations, success stories, license models and negotiations. Brought in major telecom customers, including Sonus, Motorola, Philips, Brecis, 3COM, Cisco, others.

### CopperCom

Director, Market Development

August 2000 - September 2001 (1 year 2 months)

Overall responsibility for CopperCom's softswitch and service creation environment. Selected to manage the market requirements document and specification process because of my abilities to work across departments and engage support of Product Management, Engineering, Sales, Marketing, and Business Development. CopperCom lost its funding and I moved onto a Director level Sales/Marketing role for Commetrex and relocated from Florida to Atlanta to support Commetrex' growth objectives.

### PAGE TeleCOMPUTING

CEO, VP Sales and Marketing



January 1994 - July 1999 (5 years 7 months)

Founded and managed this software company whose products were call center and computer-telephony applications and middleware tools. Developed dealer and VAR channel of more than 2800 PBX and software vendors, negotiated distribution agreements with AT&T, Lucent, Inter-tel, Comdial, others. Business was profitable and sold in 1999.

Wards Bridge Inn, Springfields, and Center Court at Lavers

Founder and General Manager

1979 - 1994 (16 years)

Montgomery, NY and Delray Beach, FL

Founded, managed two restaurants, a B&B, and created the concept and venues for food and beverage service at a Florida tennis resort.

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## Education

State University of New York at New Paltz

BS Mathematics, Mathematics, Education, Business · (1969 - 1973)

University of New Hampshire

MS, Mathematics (coursework completed, no degree) · (1973 - 1975)

Long Beach High School, Long Beach, NY

NYS Regents Diploma, General Studies · (1965 - 1968)