

LANCE WEATHERBY

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EXECUTIVE SUMMARY

Performance-driven senior executive with a passion for building customer-focused technology companies and a proven record of achievement. Skilled at conceiving strategies, building and energizing high-performance teams, and orchestrating implementations that enable companies to exceed their business and growth objectives in the face of rapidly changing conditions. Areas of expertise include:

Strategic Planning

P&L Management

Brand Building

Customer-Acquisition Focused Marketing

Product Development & Management

Mergers & Acquisitions

Business Development

Staff Recruitment & Development

PROFESSIONAL EXPERIENCE

THE ENFUSE, GROUP — Atlanta, GA

2004–Present

A strategic consulting firm focused on growth for emerging technology companies.

President

Founded and manage company to provide strategic advice and practical results-oriented implementations that reflect a passion for the customer experience.

- Developed response to RFP from Georgia State University for PurDigital Media, Inc., a digital communications and entertainment services provider, which resulted in \$4.8 million contract, growing the company's business over 25% in 2005. Manage operational implementation of contract.
- Created corporate repositioning strategy and messaging for Rhysome, Inc., a real-time pattern intelligence platform provider, to effectively situate the company for venture capital fund raising and sales growth.

CIPHERTRUST, INC. — Alpharetta, GA

2003–2004

The market leader in enterprise email security.

Chief Marketing Officer

Led all aspects of the company's marketing activities including analyst relations, brand strategy, channel programs, direct marketing, marketing communications, product marketing, and public relations.

Managed staff of eight and \$2.5 million budget.

- Created and implemented comprehensive marketing plan to support 200% growth in 2003 and 100% growth in 2004.
- Scaled lead generation to grow business from \$20 million to \$44 million run rate in nine months.
- Oversaw analyst and public relations effort that secured significant awards and reviews including Gartner Magic Quadrant leadership position, *Deloitte & Touche Fast 50*, *Red Herring Top 100 Private Companies*, *SC Magazine "Best Buy"*, and *InfoWorld "Excellent"* rating.

EARTHLINK, INC. — Atlanta, GA

2000–2002

A national Internet service provider with \$1.4 billion in annual sales.

Executive Vice President of EarthLink Everywhere Initiative, 2000–2002

Business unit P&L responsibility for EarthLink's mobile wireless and Internet appliance businesses.

Developed and executed business case and market strategy to extend business beyond the personal computer. Managed 140 direct reports in business development, channel sales, marketing, operations, product development, and product management, as well as an overseas subsidiary.

- Launched and grew business to 195,000 customers generating \$45 million in revenue in 21 months.
- Established mobile wireless services targeted to small and medium-sized enterprises on Compaq, HandSpring, Hewlett Packard, Motorola, Palm, and Research In Motion handhelds.
- Managed Ricochet portable laptop services and negotiated agreement for Wi-Fi network access.
- Earned recognition as best in class for Services by *Mobile Computing* in October 2001.
- Engineered acquisition of OmniSky Corporation and Cidco Corporation.

Executive Vice President of Narrowband Services, 2000

Oversaw call center sales, channel sales, field marketing, loyalty marketing, and product management. Managed budget of \$130 million and staff of over 500.

- Created and implemented EarthLink and MindSpring merger-related branding strategy.
- Led EarthLink and MindSpring product integration efforts.

MINDSPRING ENTERPRISES, INC. — Atlanta, GA 1995–2000

A leading national Internet service provider offering consumer access and Web hosting services.

Executive Vice President of Sales and Marketing, 1998–2000

Set and implemented overall growth strategy for business and consumer offerings. Handled all marketing functions including advertising, business development, corporate communications, channel sales, customer loyalty, direct marketing, field marketing, product development, product management, and strategic alliances.

- Exceeded 1999 plan, growing revenues to \$328 million, a gain of 182%.
- Surpassed 1998 plan, growing revenues to \$115 million, a 117% gain.
- Built customer base from 341,000 to over 1.3 million users.
- Effectively scaled annual marketing expenditures from \$10 million to \$93 million.
- Recognized as one of *Marketing Computers* "1999 Marketers of the Year."

Vice President of Business Development, 1996–1998

Led team of 20 in quest to obtain new customers. Responsible for achieving revenue plan in excess of \$50 million and controlling \$4.7 million departmental budget. Directed acquisitions, field marketing, OEM sales, and retail sales functions.

- Exceeded 1997 new customer goal while lowering average subscriber acquisition cost by 22%.
- Established national business development strategy and created programs to leverage strategic partnership opportunities.
- Personally negotiated and closed key distribution agreements.

Market Development Manager, 1995–1996

Analyzed metro market potentials and recommended target areas. Developed market opening process. Pursued media barter that provided a local marketing presence. Built retail channel through sales agency program. Ran consumer trade shows. Purchased advertising and managed marketing budget. Negotiated subscriber acquisitions from competitive ISPs and managed transition processes.

- Spearheaded expansion efforts throughout the Southeast, growing the company's marketing footprint from six to forty-one markets in less than six months.
- Built top performing team accounting for 80% of company revenue.
- Achieved 125% of plan target.

MOBIL CHEMICAL COMPANY, PLASTICS DIVISION — Covington, GA 1990–1995

A unit of Mobil Corporation fabricating plastics for consumer, food service, industrial, institutional, and retailer use.

District Sales Manager, 1993–1995

Product Manager, 1992

Sales Representative, 1990–1992 – Hoboken, NJ

Additional professional sales experience, 1983–1987.

EDUCATION

M.B.A. , Kelley School of Business, Indiana University — Bloomington, IN	1989
B.B.A., With Distinction, Eastern Kentucky University — Richmond, KY	1983
Mergers & Acquisitions, The Wharton School, University of Pennsylvania — Philadelphia, PA	2003
Directors' College, Terry College of Business, University of Georgia — Atlanta, GA	2002

COMMUNITY LEADERSHIP

Board Member and Executive Committee , Atlanta Contemporary Art Center	2000–Present
Entrepreneur in Residence , Advanced Technology Development Center	2003