

# Donald C. Murray

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## **Sales, Marketing & Business Development Leader - Technology & Health Systems**

I am a resourceful and successful relationship builder who has repeatedly developed and coached teams that have grown revenue, defined and leveraged marketing initiatives and retained valued customer relationships. My work with industry leading technology and health benefit companies has been cross functional, producing successful outcomes in sales, business development, marketing, client management, strategic planning and community outreach.

At this stage of career I seek new challenges. Ideally an opportunity with a company that is bringing to market “game changing” technology or services, improving lives, solving problems and rewarding individual commitment, energy and performance.

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### **Hays Companies – Salt Lake City, UT**

**12/08 to Current**

#### **Assistant VP Sales – Independent Contractor**

Recruited to grow sales revenue and develop new client relationships at this regional office targeting large fully insured and ASO businesses in Utah, Idaho, Oregon and Washington. Provide strategic resources for monitoring health reform initiatives, outreach to new markets and business development.

### **Zane Benefits– Park City, UT**

**9/07 to 10/08**

#### **National Director, Business Development and Sales**

Joined this start-up health benefits technology company at its inception to manage the strategic definition, operational execution and national scaling of a go-to-market strategy.

- Created and directed a team of 4 national consultant’s who facilitated sales and acted as subject matter experts on compliance and state mandates nationally.
- Created and executed a business strategy to develop reseller partnership’s, resulting in a 24% increase in membership and associated revenue.
- Developed relationships with national payroll companies, PEO’s and wellness providers resulting in development agreements for joint products and lead referral relationships.
- Contributed to on-going product development, marketing, brand definition, communications, community outreach and operational processes as a member of the senior management team.

### **UnitedHealthcare – Salt Lake City, UT**

**5/02 to 11/06**

#### **Vice President Sales & Marketing**

Recruited by market CEO to manage P&L for \$70M small & medium business sales segment and act as marketing leader for Utah and surrounding states. Objective to consistently exceed expectations for membership performance, client retention, profitability, technology adoption, channel management and community outreach. Team consisted of 14 Account Executives, Account Managers, Client Relations Reps, Sales Operations Manager and associated operations staff.

- 1<sup>st</sup> VP Sales & Marketing hired at UnitedHealthcare with no previous experience in health benefits.
- Maintained client satisfaction through 2003 provider network transition and operational process changes.
- Contributed 4-year net membership gains of 5,965 (\$16.4M) members vs. net-zero growth targets.
- Averaged 4-year member persistency of – 84% vs. goal of 82%.
- Profitability that exceeded targets – 2004, 2005 & 2006.
- Revenue growth that exceeded targets – 2004, 2005 & 2006.
- Led integration of small business and ASO sales teams in 2005.
- Led Utah integration of 2-50 and 51-99 business in 2005.
- Earned national recognition for technology adoption and growth.

### **Print, Inc. – Seattle, WA**

**6/01 to 5/02**

#### **Manager - Business Development & Alliances**

Recruited by company president to provide oversight to the strategic business alliances between Print, Inc. and Hewlett-Packard’s Boise Printer Division.

- Developed and managed strategic alliance contract with HP to provide outsourced printing service relationships for Fortune 1000 companies utilizing HP multi-function and all-in-one categories.

## **Hewlett-Packard Company – Boise, ID**

**6/92 to 6/01**

My progression of responsibilities during my nine years at Hewlett-Packard involved a cross-section of marketing roles. In these roles, I was responsible for delivering profitable outcomes based upon Hewlett-Packard's model of business – minimal margins / high rate of turns for hard goods and high margins / turns for supplies while protecting the brand.

### **Strategic Alliance / Brand Manager – Paper & Media**

As a key member of the team responsible for worldwide brand and alliance management in LaserJet supplies we created a new business segment (HP Paper) that grew to contribute \$2.5M in royalties (net ROI) after just 3 years.

- Conceived and developed unique royalty based business model.
- Coordinated and managed strategic product definition and positioning, manufacturing, distribution, merchandising and marketing partnerships – nationally and worldwide.

### **Current / Future Product Manager – Business Printers Category**

For a period of three years, I was responsible for product definition, introduction and life cycle management for specific HP LaserJet media and HP business InkJet products.

- Managed multiple, successful product introductions including Deskjet 1600C and Copyjet and various complementary media supplies.
- Primary interface connecting, engineering, marketing, sales and reseller distribution during product development and lifecycle.
- Relationship management of contracted marketing promotional, PR and advertising agencies.

### **Channel Development / Merchandising Manager – LaserJet Printing**

My initial role involved defining and developing retail distribution for LaserJet - CPSS, OPSS & CESS consumer channels.

- Multi-million dollar retail sales channels contracted, defined and merchandised at Office Depot, OfficeMax, Staples, Best Buy, Circuit City, Comp USA, Computer City, Walmart, etc.
- Key interface to HP sales teams and marketing leadership.

## **Honeywell Bull – Detroit, MI**

**10/86 to 10/91**

### **Regional & District Sales Manager – Unix & Printing Systems**

Recruited to Honeywell Printing systems division to lead a 14 state region consisting of (15) sales and technical support staff for high volume non-impact printing business. Consistently exceeded goals and expectations - President's Club.

## **Xerox Corporation – Detroit, MI**

**9/84 to 10/86**

### **Major Automotive Account Executive – Printing Systems**

Recruited to manage major automotive accounts (Ford Motor Company & VW of America) for Xerox printing systems business segment.

## **Honeywell Information Systems – Detroit, MI**

**6/79 to 9/84**

### **Senior Sales Representative – Mid-range Computer Systems**

New business development for mid range mainframe and mini-computer business segments. Consistently exceeded goals and expectations.

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## **Education / Training / Licensing**

**The University of Michigan** - Ann Arbor, MI – Liberal Arts - BGS - 1979

**Continuing Education** – Sandler Selling Systems, Huthwaite Sales Skills, Business Ethics, UnitedHealthcare University, ASO and Self-Funded Insurance Concepts, Consumerism in Healthcare, Honeywell Sales Training, Xerox Sales Training, Honeywell Harvard Sales Management Seminars, HP Crossing The Chasm, HP Beyond The Chasm, HP Customer Relationship Management, HP Multi-cultural Awareness, HP Diversity Training, HP Women & Men Working Together, HP PR and Media Relations, HP Strategic Planning and HP Project Management.

**Licensing** – State of Utah - Resident Producer – Life, Accident & Health

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## **Volunteer Leadership**

- **Swaner EcoCenter** – Executive Consultant to the Board and Executive Director
- **Gallagher Benefit Solutions** – Executive Consultant – Mergers & Acquisitions
- **Salt Lake Chamber Leadership Utah** – Class of 2005 & Alumni Steering Committee
- **Professional Ski Association of America** - Certified Adaptive Ski Instructor
- **HP Womens Challenge Professional Cycling Race** – Marketing & Communications Coordinator
- **American Red Cross – Salt Lake Chapter** – Board of Directors
- **American Red Cross** – Heroes Committee Member
- **Utah Association of Health Underwriters** - Member
- **National Association of Health Underwriters** - Member