

**Kelly Michael Stewart**  
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### Bio Sketch

**SVP & Product Manager for database marketing company** that Forrester Research calls “one of the best email marketing service providers.” **Goal-oriented Director of Sales** with the ability to develop business, qualify leads, present sales calls, define project scope and budget, and manage account through project completion. **Customer-focused Senior Sales Engineer** for leading eCRM provider. **Experienced in evangelizing company products** and technology by defining product vision and positioning, training customers, developing and executing marketing programs, contributing to several industry publications, and speaking at worldwide industry events. **Award-winning interactive producer** with eleven years’ experience developing, refining, and evangelizing technology-enhanced training. Helped build healthcare education company from three person technology startup through post-IPO. **Managed production departments to profitability. Experienced Producer** of Internet and CD-ROM projects, focused on timely delivery, budget constraints, and quality products. Projects for companies such as Johnson & Johnson, Glaxo Wellcome, Merck, Searle Pharmaceutical, AstraZeneca, Apple, MCI, HCA, Nissan, the NBA, Madison Square Garden, Saturn, Deloitte, and Maybelline.

### Experience

#### **Client Account Manager, Responsys, 2007-present**

- Responsible and accountable for all aspects of assigned book of clients
- Advocate for client's satisfaction, marketing strategy, and email metrics
- Resolve issues and strengthen partnership with the customers
- Grow revenue within assigned clients

#### **Web Consultant, freelance, 2001-present**

- Develop and manage Web sites including interface design, photography, copywriting, and coding
- Create online training tutorials and software documentation
- Produce Live Webcast Events
- Staffing and managing a usability lab to test software in real world scenarios
- Develop and execute email marketing programs for companies such as HealthStream, IEX, digiChart

#### **Project/Account Manager, Duthie Associates, 2006-2007**

#### **Client Relationship Manager, DigiScript, 2005-2006**

- Project/account manager for clients such as Wyeth Research, sanofi-aventis, and Abbott Labs
- Manage development of e-learning modules, live meeting captures, and audio programs
- Published the first podcast products for the company

#### **Senior Vice President & Product Manager, SmartDM, Nashville, 2003-2004**

- Product manager for CRM/emarketing software; defined, developed and documented business rules and system requirements
- Sales engineer for key prospects; wrote detailed responses to RFPs
- Developed and delivered training courses to sales staff at eleven NBA teams
- Led internal team that Forrester Research called a “Strong Performer” in 2004’s *The Best Email Marketing Service Providers*
- Instrumental in landing clients such as Madison Square Garden and the NBA

**Director of Training, National Seating and Mobility, Nashville, 2003**

- Led employee training department
- Developed online and offline healthcare training modules and tracked compliance

**Director of Technical Services, Anode, Nashville, 2002**

- Managed programming, quality assurance, and customer support teams

**Senior Sales Engineer, Kana Software, 2000-2001**

- Developed and delivered custom demonstrations of Kana's CRM software to prospects
- Technical resource during sales process; wrote extremely detailed responses to RFPs
- Developed internal sales training programs and presented to sales staff
- Instrumental in landing contracts with Sprint PCS, Citigroup, Cingular, LEGO, and BellSouth

**Producer, Live Webcast Events, HealthStream, Nashville, 2000**

- Product manager for HealthStream's synchronous Web continuing medical education events
- Trained sales staff on delivering value to prospects
- Developed and broadcast live, streaming media-based interactive courseware to physicians
- Managed multiple teams including thought leaders, commercial supporters, video producers, pharma marketing managers

**Director of Sales, HealthStream, Nashville, 1998-1999**

- Qualified leads, delivered onsite capabilities demonstrations, defined scope and budget, produced proposals, and managed accounts through project completion
- Landed several high profile contracts including Searle, AstraZeneca, TCS (now Aspect), Harcourt, Glaxo Wellcome
- Developed print and multimedia marketing programs

**Director of Interactive Development, HealthStream, Nashville, 1993-1997**

- Managed custom Web site, CD-ROM, and online courseware development for clients including Columbia/HCA, MCI WorldCom, Bridgestone/Firestone, Fleetguard, Mosby
- Established project scope, timeline, and budget for clients and sales department
- Recruited, interviewed, hired, trained, and managed production team members
- Managed production department to profitability
- Project manager for new media products

**Director of Media Lab, Willis Corroon, Nashville, 1991-1993**

- Evangelized and produced multimedia products for the global insurance brokerage firm

1989-1991: **Creative Development Specialist, Software Solutions & Support, Nashville;**  
**Graphic Designer, Saturn Corporation; Creative Services Manager, Digital Image, Nashville**

**Additional Accomplishments**

- Contributed to several books including *Electronic Marketing* and *Macromedia Shockwave for Director*
- Interviewed for *The New York Times*, *Wired*, *Web Developer* magazine, *San Jose Mercury News*, *Computer User*, *Nashville Business Journal*
- Published articles in Brandon Hall's *Multimedia & Internet Training Newsletter*, *The Journal for Instructional Delivery Systems*, and *Nashville Business Journal*
- Garnered *NewMedia* INVISION and American Advertising Federation ADDY awards and projects have been featured on CNN and in *Print* and *Graphis* design annuals

- Speaker at industry events including Macromedia User Conference, MACWORLD, American Society for Training and Development, and Society for Applied Learning Technology
- Judge, International Technical Art Competition sponsored by Society for Technical Communication
- Developed and delivered classroom software training programs

### **Education**

**Vanderbilt University**, B.A., 1989, Self-designed interdisciplinary major grounded in Communications and Fine Arts; internship at Buntin Advertising; worked as graphic designer for the university student center