

Oliver Rich

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Summary: Marketing professional with proven ability to develop and market successful products. Strong technology background, highly familiar with business development and sales operations. Adept at developing and implementing GTM (go-to-market) strategies for new and existing products.

Professional Experience:

TEA GUYS, LLC (teaguys.com) Hatfield, MA 2002–Present
Managing Partner, Master Tea Blender

- Founded and manage a specialized global tea company that sells turnkey solutions (packaged product) to high-end resorts, spas, restaurants, inns, specialty stores.
- Generated sales and secured a significant and loyal customer base of recognizable clients including Whole Foods.
- Developed required experience, technology, equipment, and supplier network to blend and package teas. Creating unique and exclusive products and packaging.
- Created and manufactured successful product line for \$15 million dollar spa

OLIVERRICH! CONSULTING (oliverrich.com) Hatfield, MA 2001 – 2002
Managing Director

- Operate marketing and business consulting service, targeting technology companies in emerging communications, software and services markets.
- Worked with start-up groupware and collaboration software developer, establishing company's East Coast presence by launching and managing eastern regional sales office. Recruited initial resale and service partners within first six months. Developed pilot opportunities with manufacturing companies.
- Assessed opportunities in emerging wireless technologies for leading handset manufacturer. Analyzed markets, created market and technology forecasting models.
- Performed research and reported on competitive positioning, consumer perceptions, and other areas. Authored consumer feedback surveys, conducted statistical analyses, prepared reports for senior management teams.

IBM / LOTUS SOFTWARE (ibm.com/lotus) Boston, MA 1999 – 2001
Project Manager

- Key member of global cross-functional executive task force charged with identifying and evaluating new technology as basis for Lotus Unified Messaging initiative.
- Supervised cross-functional team of 31 representing sales, marketing, finance, accounting, operations, and technology groups.
- Assessed available technologies, performed feasibility studies, determined required funding. Created business plan, carried out P&L forecasting, and worked on securing funding for initiative.
- Directed collection and compilation of market research on unified messaging, including profitability, distribution channels, and vendors.

THE INTERNET CONNECTION (eclectechs.com) Northampton, MA

1997 – 1998

Web and Sales Manager

- Created and implemented web marketing strategies and plans for clients. Involved in all project phases, from requirements determination and sales efforts to web site development and launch.
- Prepared and delivered presentations, provided technical support, and performed product training.
- Managed cross-functional team for major healthcare provider, directing installation, execution, and training for new computer-based security identification system supporting 650 physicians.

PREMIER SPECIALTIES (premierfragrances.com) Middlesex, NJ & Montreal, Quebec 1996 – 1997*Marketing & Account Manager*

- Carried out extensive marketing, product development, and business development for chemical products manufacturer.
- Actively involved in formulation, labeling, manufacturing outsourcing, bottling, and distribution strategy development for initial consumer product line.
- Developed web marketing strategy, designed web site resulting in increased brand awareness and streamlined fulfillment.

Internships:

Quality Assurance, Clairol (division of P&G), Stamford, CT (1995)

Education:

Boston University Graduate School of Management, Boston, MA

M.B.A in Marketing and Technology, 2000

Boston University College of Arts & Science, Boston, MA

B.A in Biology, 1996

Computer Skills:

OS: Windows Professional and Server platforms

Office: MS Office, MS Project, MS Access, MS Excel, Adobe Acrobat, SPSS, Quickbooks

Design (graphic + web): Photoshop, InDesign, Illustrator, Fireworks, Dreamweaver, Flash, FrontPage

Hardware: maintain and build workstations and servers