

Randy Linnell

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12671 Kestrel Street, San Diego, CA 92129

SENIOR BUSINESS EXECUTIVE

EXECUTIVE SUMMARY

Innovative, assertive, goal-oriented **Senior Business Executive** offering a distinguished background of successfully propelling technology products to market, spurring operational growth and profitability. Outstanding ability to effectively identify opportunities and provide strategic and tactical business solutions. Exceptional communicator with strong aptitude for negotiation, partnerships, problem resolution, and client needs assessment and fulfillment.

CORE COMPETENCIES

- Strategic Planning & Organizational Leadership
 - Product Innovation, Introduction, & Licensing
 - Partnership Development & Management
 - Revenue & Profit Creation & Building
 - Team Leadership & Motivation
 - New Business Development
 - Negotiations & Agreements
 - Key Accounts Management
 - Profit & Loss Accountability
 - Process Improvement
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ACCOMPLISHMENTS

- Identified opportunities then negotiated and signed agreements with industry leaders to create new revenue streams. Grew annual revenue from zero to ~\$3M of ~90% margin in under a year then doubled revenue the following year, leading to creation of a new Division.
 - Grew Division to \$69.5M by generating four consecutive years of triple digit year-over-year growth while increasing EBITDA by 12%. Introduced new products and retired lower margin products. Streamlined operations, reduced costs and improved channel efficiency.
 - Formed, led, and managed "Technology Advisory Council" of outside industry leaders with C-level executives. Structured, sponsored, and contributed to deals generating over \$450 million in revenue as a core member of CEO's "Deal Team" focused on strategy, M&A, and Corporate Development.
 - Eliminated costly, personnel-intensive support function through automation. Evaluated, procured, implemented, and administered new automated support systems resulting in a 98% reduction of manual incidents, increasing satisfaction and the business' ability to scale rapidly and cost-effectively.
 - Expanded business into new geographies. China: negotiated and signed revenue deals with leading technology companies. Latin America: worked with large telephone companies and retailers to sell through their channels.
 - Grew revenue and market share by researching then serving unmet segments' needs. Technology – ARM System on Chip (SOC) vendors: Thin Clients, Tablets, PCs, ARM Servers, and In Vehicle systems. Planners – combined traditional Planners with emerging technologies.
 - Led multiple, company-wide projects to successful, on-time, within-budget completion. "Sync"-enabled synchronizing information across a family of products increasing the value of each. "Licensing"-enabled partners to ship devices while lowering their costs.
 - Introduced and launched numerous, profitable, award-winning products including: *Ascend*, *Franklin Planner Software*, *Franklin Technology Binder*, *Linspire*, *Click-N-Run*, *Ubuntu Software Center* garnering multiple: "Best New Product", "Product of the Year", "Hottest Product", and "Users Choice" awards.
 - Developed commercial software and multimedia license portfolio. Secured agreements with all targeted industry leading software vendors (ISVs) and licensors. Managed licensing, pricing, reporting, payments and ongoing relationships with ecosystem partners.
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EMPLOYMENT EXPERIENCE

- Canonical / Ubuntu** London, Boston, San Diego **2007 – 2012**
Privately held, global, 600+ employees, develop Ubuntu (Linux) operating system & services for computing devices.
Global ISV & Alliances Manager
Identified, established, and managed relationships with commercial partners globally. Key contact for software partners (ISVs). Developed and managed strategy, plans, programs, and conducted executive briefings. Drove adoption, certification, and sales with domestic and international partners. Led cross-functional teams consisting of internal and external resources: executive, sales, legal, engineering, marketing, production, and channels to bring offerings to market. Lead projects to successful completion. Provided executive presence at industry and partner events and meetings worldwide.
- Linspire (Lindows.com)** San Diego, CA **2002 – 2007**
Privately held, ~100 employees, develop Linux operating systems and "CNR" app store.
VP Business Development & Alliances, VP Customer Service
As member of Company's Executive Team, developed corporate strategy and budgets, executed plans and led Operations, Business Development, and Corporate Development. Built, led, and managed services. Identified, engaged, and managed strategic accounts. Helped create and populated "app store" with commercial offerings. Company Executive at industry events and partner meetings.
- FranklinCovey Co.** Salt Lake City, UT **1992 – 2001**
Public (NYSE: FC), ~3,000 employees, productivity and leadership training. ("7 Habits" and "Franklin Planner")
Business Development & Alliances, Technology Product Development, Customer Service
Key member of CEO M&A "Deal Team." Established and managed strategic technology alliances. Established Technology Division strategy and managed operational plans, budgets, and P&L. Led Technology Division through sustained, rapid, profitable growth. Directed technology research and development, product innovation and product management. Led creation or acquisition of software, services, devices, and accessory sales through various channels and partners.
- NewQuest Technologies** Ogden, UT **1990 - 1992**
Privately held startup, ~50 employees, Windows consumer computing software. (Acquired by Franklin June '92)
Customer Service, Software engineer
Helped lead and grow a small technology startup from inception through rapid growth to acquisition and integration. Performed a variety of leadership & management roles primarily around support, customer service, product development, software engineering, QA, and sales & marketing.

EDUCATION AND PROFESSIONAL DEVELOPMENT

- B.A. Business Administration (Spanish minor)**, Weber State University, Ogden UT
Undergraduate studies at Brigham Young University, Provo, UT
Additional leadership, management, and project training and certifications

ADDITIONAL

- Bilingual - Fluent in English and Spanish
Additional - www.randylinnell.com and www.linkedin.com/in/RandyLinnell
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