

Mark W. Boice

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SENIOR EXECUTIVE

- **Performance-driven** professional with over 13 years of management, sales and marketing experience.
- **Innovative** thinker with proven ability to analyze key business drivers and develop strategies to grow the bottom line.
- **High-Integrity**, energetic leader known for building strong relationships and using understanding and insight to make good decisions. Creates successful outcomes in complex situations with a resolute commitment to driving sales, profit and market-share growth.
- **Strategic** marketer with track record of developing brand strategies.
- **Proactive** self-starter with track record of initiative, personal responsibility, ownership of work and reputation for removing obstacles and making things happen.
- **Strong leader** who effectively motivates others and directs top-level strategic corporate initiatives.
- **Effective communicator** with exceptional written, interpersonal and presentation skills.
- **Creative, dependable and enthusiastic** change agent with proven track record in improving efficiencies, reducing costs and increasing revenues.

AREAS OF EXCELLENCE:

- Sales Strategy and Implementation
- Strategic Business and Market Planning
- Growing Revenue and Profit
- Forming Strategic Alliances
- Competitive Analysis, Positioning and Pricing
- Market Evaluation, Penetration and Expansion
- Brand Building and Marketing
- Leading Change
- CRM Program Development and Management
- Leading and Developing Teams

CAREER HISTORY

President

2001 to 2010

Vice President, Sales and Marketing

1997 to 2001

WARNER BODIES, NOBLESVILLE, IN

Warner Bodies is a manufacturer of work and fire trucks with over 250 clients located throughout North America and revenues topping \$7 Million.

Served as the company's first sales and marketing manager and was promoted to President upon the retirement of the firm's founder. During my eight years as President, grew the firm by 75% percent. Positioned the company for sale, identified a buyer and negotiated the transaction. Agreed to remain in a sales roll for a period following the transaction to maintain stability throughout the transition for the firm's associates and clients.

- Responsible for team of 50+ employees and a \$7M budget
- Located, established and managed partnerships and alliances with 150+ distributors, four internal sales associates and five independent sales representatives.
- Managed sales, production, financial and human resource associates to rapid growth in market share
- Responsible for development and implementation of long-range strategic plan
- Recruited sales team, developed alliances, established performance metrics and developed commission structures
- Raised \$1+ million in private investment to finance growth of new product line
- Evaluated, determined and developed desired target markets
- Analyzed fire truck market, found mid-market niche, designing product and lead company to be recognized industry leader with sales of \$1+ million in first year
- Accountable for evaluation, financing and strategic implementation of company acquisition
- Analyze and report all internal, competitive and client business components to Board of Advisors
- Developed web-based product training program that reduced costs by 5% while retaining a 97% customer satisfaction rating
- Development of all external marketing materials including website, brochures and promotional items
- Lead industry in implementation of web-based marketing communications saving money while increasing timely communication
- Wrote press releases and secured market placement

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- Direct brand management including trademark and patent work, external publications and branding
- Developed and managed trade show strategy and program

Elected Councilor

January 2008 - Present

NOBLESVILLE COMMON COUNCIL, NOBLESVILLE, IN

- Work with Mayor and City administration to develop and approve \$60+ million annual budget
- Report and facilitate Police, Fire and Emergency 911 Dispatch initiatives and concerns
- Collaborate with City's Engineering, Wastewater and Parks departments to develop and implement strategic plans

Private Consultant

June 2010 - Present

INDIANA BUILDER'S ASSOCIATION, INDIANAPOLIS, IN

Indiana Builder's Association is builders and contractors organization throughout Indiana.

The Indiana Builder's Association recently procured a \$22 Million grant from the federal government to administer a home energy conservation program in 38 counties throughout Indiana. In May, the Association was providing energy conservation services to 20 homes per week while the grant required 100 homes per week. The IBA utilized my consulting services to diagnose shortfalls and to develop solutions to help engage the Association, contractors, auditors and the clients to improve results.

- Analyze \$22 Million federal grant, five full-time project specific employees and 100+ contractors
- Develop relationships with the contractors and auditors and to build team unity
- Construct ways to increase communication and administer program to additional clients
- Sell new concepts to Association Management

BOARD MEMBERSHIPS

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|---|--------------------------|----------------|
| • National Truck Equipment Association (NTEA) | <i>Board Member</i> | 2004 - 2008 |
| • Noblesville Chamber of Commerce | <i>Chairman of Board</i> | 2006 |
| | <i>Board Member</i> | 2000 - 2007 |
| • Noblesville Education Foundation | <i>Board Member</i> | 2005 - Present |

OTHER ACCOMPLISHMENTS

- *Indianapolis Business Journal's* 40 Under 40 Award Recipient 2010
- Noblesville Businessman of the Year Finalist 2004 and 2007
- Instrument-Rated Private Pilot
- Eagle Scout
- Maintain Commercial Driver's License

EDUCATION

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|---|------|
| Indiana University Kelly School, Bloomington, IN
BS, Business Management, Minors in Operations and International Business | 1997 |
| University of Limburg, Maastricht, Netherlands
Seven months of International Business Studies | 1996 |
| Harvard Business School, Cambridge, MA
Executive Education Program | 2002 |