

# Executive Resume

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## Expertise

Business Development, Leadership, Strategic Planning, Cultural Inclusion, Infrastructure Operations, Customer Service, Operational Improvements, Problem Solving, Digital Transformation, Systems Integration, Crisis Management, Peak Performance Teams

## Leadership Profile

Developed and implemented state-of-the-art international business development and sales initiatives to drive accelerated growth and maximize EBITDA throughout the Americas and APAC. Primary focus was on broadcast, film, media production equipment, entertainment graphics, and media software solutions. Provided global leadership to build world-class sales teams, achieve growth beyond expectations, launch new products, and designed and directed sales campaigns including channel strategies, business alliances, and marketing projects. Motivated peak, culturally diverse, sales teams to realize exceptional success. Implemented digital sales initiatives to build and access multiple target markets. Committed to success as a function of recognizing opportunities and providing the leadership to capitalize on those opportunities. My leadership philosophy is that a country's economy, the impact of Covid, or any other challenge, should not be deterrents to success, but rather they highlight the need to articulate market potential and launch aggressive campaigns to generate extraordinary growth.

I empower my teams to be creative in generating solutions to tough, challenging problems. This results in a collaborative environment where the organization is more likely to be solution and growth oriented as exemplified by the following visual.



## **Advanced Systems Group, Emeryville, CA**

**2020 to Present**

### **Head of Marketing**

Advanced Systems Group (asgllc.com) provides engineering, systems integration, training, and support to the media, broadcast, film, and corporate video markets.

- Create and implement ASG's marketing plan including products, services and vendors.
- Build and develop partner/vendor relationships.
- Establish and manage the marketing budget, including market development funds.
- Establish performance metrics to measure marketing effectiveness.
- Enhance and expand brand reputation and industry recognition.
- Produce marketing materials in all media formats including print, web and video.
- Direct the evolution and performance of the corporate website.
- Drive a social media presence and coach employees on the power of digital marketing initiatives.
- Identify and engage appropriate sub-contractors including social media experts, advertising/PR agency, videographers and others as appropriate.
- Create, produce and market in-person and virtual events.
- Direct and coordinate ASG's participation in major trade shows

## **ChyronHego, Melville, NY**

**2017 to 2020**

### **Sr. Vice President of Sales, Americas and Asia Pacific**

Managed the Americas and APAC sales organization for ChyronHego, a world-wide leader in the development of broadcast and stadium graphics to enhance viewing experiences for tv and live events. Provided leadership to a team of ten people across multiple disciplines. The largest group was a direct sales organization that called on the major broadcasters and station groups in the US. The second largest group was selling to international sports venues, and sports teams.

- Replaced the entire Americas salesforce while still able to grow business by 15% in 2019 YoY
- Established a channel organization in the company in 2018 bringing on over 46 new partners in the US. This was a key reason we were able to grow the revenue so substantially in 2019
- Replaced APAC sales organization in 2017 resulting in 25% increase in sales
- Personally, managed relationship with largest consultant (WJHW) handling video design for the sports arenas in the Americas, resulting in sales with the two newest arenas being built in the US (Sofi Stadium in Los Angeles, and Raiders Stadium in Las Vegas). Prior to my involvement, ChyronHego had been shut out of new construction projects in the venue market.

## **The Vitec Group, Production Services Division, Los Angeles, CA**

**2015 to 2017**

### **Vice President of Sales, Americas and Asia Pacific**

Directed a 40-person team in the Americas and Asia Pacific, that included sales, and presales resources. I was responsible for \$100M in revenue for the Production Services Group. We were responsible for selling television and film production equipment to TV, film and sports organizations. Vitec is a public company, so there was heavy pressure on hitting and exceeding our expectations.

- Personally, managed sales for B&H Video, the largest reseller in the US for broadcast equipment. Sales at B&H grew over 20% under my management.
- Developed first OEM partner program, establishing key strategic relationships with camera manufactures around the world. The partnerships provided additional a new sales channel, increased visibility at major events and tradeshows, and helped drive the overall 20% growth the company experienced under my leadership.
- Restructured entire APAC sales team from an underperforming team, to a team that was hitting an exceeding their sales quotas year on year.
- Steered efforts and organized first ever Vitec Tradeshow (Vitec Video Expo). This was a national Vitec only tradeshow showcasing Vitec products and workflows. The event was so successful in the US, that it was rolled out across the world.

## **KDM Global, Los Angeles, CA**

**2012 to 2015**

### **Founder/Consultant**

Founded and managed a consulting firm targeting the Media & Entertainment Industry. Not only did I develop the strategic plans for these companies, I worked with the companies to help manage the roll out and implementation of the plans.

Managed and assumed complete sales leadership for multiple clients including:

- Tiger Technology: Directed global sales and distribution, while contributing in expanding product portfolio from software-only to software and hardware solutions. Expanded existing distribution channel.
- Silverdraft: Aided company transition from selling rendering services to manufacturing computer hardware designed for the entertainment industry. Built and managed the distribution channel, aided in securing funding, and directed corporate marketing efforts.
- Fibrenetix Americas: Performed as CEO for the Americas Division of Fibrenetix. Fibrenetix builds video optimized servers and storage solutions for Media & Entertainment and Surveillance industries.

## **AJA Video, Grass Valley, CA**

**2008 to 2012**

### **Global VP of Sales & Marketing**

Provided leadership to sales and marketing teams on a worldwide level. Developed and implemented new sales strategy, new channel management strategy, expanded the worldwide sales team, and created a new OEM sales organization.

- Replaced entire US sales organization which consisted entirely of manufacturer's representative companies and replaced them with a sales organization employed directly by AJA. Used the money paid to the Rep companies, to recruit, train, and launch our own sales organization. This cost the company less money, and gave the company 100% mindshare of the team that was selling our products.
- Replaced International sales organization with new manufacturer's representative companies that were exclusive to AJA. Past companies sold AJA products along with other product lines. This change ensured that the companies selling AJA products were exclusive to AJA.

- Restructured Channel program by breaking it into three tiers (Silver, Gold, and Platinum). The lower discount resulted in a net 2% corporate reduction in discount. This increased the company revenue by an average of \$1.5M per year with the savings being realized every year going forward.
- Designed and implemented a formal OEM program. This program went from start up to producing on average of 20% of AJA's revenue in a three-year period. As a result of the focus on the OEM program, AJA's OEM revenue grew from \$2M to \$10M over a 5-year period.

## **Autodesk, San Rafael, CA**

**2006 to 2008**

### **GEO Director, Americas**

Autodesk is one of the top 20 software companies in the world, with worldwide revenues of over \$2B annually. I managed a 30-person sales and presales team for the Media & Entertainment Division (\$50M) in the Americas. Delivered executive leadership and strategic direction for the organization, employees, projects, products, and customer relationships, including development and execution of business plans.

- Diversified into new market and business opportunities to accelerate growth through utilization of existing processes, as well as through the development of new capabilities.

## **Asia Media Products, Burbank, CA**

**2004 to 2006**

### **VP of Sales/COO/Partner**

Served as a Partner in Asia Media, a company managing sales channels for small and medium tech companies in the broadcast and film market on a world-wide basis. As the COO, I developed and implemented plans to advance the company's mission and overall market share. As the VP of Sales, directed a network of dealers and distributors in all markets of the world.

Key companies that we represented were, AJA Video Systems, NewTek, Facilis Technologies, Telestream, Cach'e, CatDV, Barnfind, Cinedeck, PromaxStorage systems, HP, Quantum, Bluefish, CacheIO, MOG, Timecode systems, Ensemble Designs, Assimilate, and eCinema.

Managed relationship with AJA Video Systems on a worldwide basis. This included managing and expanding their worldwide network of dealers and distributors. Over the span of 3 years, sales of AJA Products grew from \$20M to \$45M under our management.

- Steered efforts and organized first ever Vitec Tradeshow (Vitec Video Expo). This was a national Vitec only tradeshow showcasing Vitec products and workflows. The event was so successful in the US, that it was rolled out across the world.
- Recruited and managed relationship with eCinema, one of the original manufacturers of high definition video displays for the film and video industry. Built a worldwide distribution channel. Sales for eCinema went from start up to over \$2M in their first 2 years.
- Initiated and secured relationship with Facilis Technology, to help them establish their distribution network for advanced network shared storage solutions for the media and entertainment vertical. With the help of AMP, Facilis was able to go from a start up company, to being one of the industry leaders in providing cost effective shared storage for the entertainment and AV industries.

**Related Experience:**

**Apple Computer (via acquisition of Nothing Real Software Company), Venice, CA**

**Director of Channel Sales and**

**Avid Technology, Burbank, CA**

**Regional Sales Manager**

**Education**

- MBA Marketing, Miami of Ohio, Oxford Ohio, 1980
- BS Finance, University of Illinois, Champaign Illinois, 1978
- Studies Abroad, University of Copenhagen, Copenhagen Denmark, 1977

