

Michael Rusheleau

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"I would recommend Mike for most any marketing job. His understanding of how to work within organizations, adapting to change, and coming up to speed quickly are some of his best attributes, in addition to his all round marketing expertise."

Patie McCracken, Senior
Manager, Global Customer
Programs, Oracle Corporation



"Mike provided a full range of marketing services to Sun Microsystems over several years. He consistently delivered excellent results from start to finish. Mike's marketing expertise & project management skills are outstanding, and his personality makes him a pleasure to work with."

Giselle Collazo, Marketing
Specialist at Oracle University,
Oracle Corporation
(formerly Sun Learning Services,
Sun Microsystems, Inc.)

thingeedigital

"I hired Mike while at Sun Microsystems and my own company. He's extremely detail-oriented, creative and thinks outside the box. He's also one of the nicest people I know. I've worked with him on all kinds of projects and he's always come through. I highly recommend him!"

Debbie Kahan, Partner,
ThingeeDigital Multimedia
Communications

Profile Summary

Creative and energetic Marketing and Client Services professional, with extensive experience in managing and promoting technology products & services with in North American and globally for both B2B and B2C. Have managed budgets of up to \$12M, and teams of up to ten individuals.

Sample Accomplishments

- Managed Sun Microsystems' Americas Learning Services partner co-op marketing program. Funding of \$165,000 over five-years generated \$7.25M in partner revenues.
- Managed key aspects of Sun Microsystems' Canadian 5-City SOA software Road Show – executive invitation, telemarketing, event signage, and ongoing touch program. Customer goals were met – # of companies and executive contacts attending per location, attendance-to-registration ratio, and increase in identified prospective contacts.
- Helped grow ATI's retail business – product sales by 65% and revenues by 124% for fiscal 1992.
- Increased High Line Data Systems' Client Services revenue by 40% during fiscal 1990 – primarily due to introduction of formal Customer Education program.
- Successfully re-launched Xerox's 4075 Computer Printing Systems, increasing install base by 900% during the first nine months.

Career Driver

An opportunity which will allow me to creatively promote technology products or services for an organization with an aggressive mind-set.

Special Skills

- Achievement – delivered top performances in all previous positions.
- Communication – effective trainer of sales & marketing procedures, as well as customer materials/presentations.
- Creation – marketing documentation, reports, collateral, blogs/websites, and presentations with extensive internal/external usage.
- Creative – strategy development, including value proposition, positioning, and collaterals that utilizes both digital and traditional marketing techniques.
- Experimentation – relentlessly probing for new market/revenue opportunities.
- Project Management – program evaluation, project initiation, execution on strategies with a focus on achieving project goals and meeting schedule commitments.
- Service Excellence – in creating new clients & maintaining established relationships.

Employment History

Demand Creation Services Inc. – Director of Client Services Marketing (96 – Present)

Including the following contracts:

- Oracle Corporation, Global Customer Programs – Emerging Portfolio References Manager (2010-2011, full time)
- Sun Microsystems, Americas Learning Services – Marketing Manager (2006-2010, part-time)
- Sun Microsystems, Software Channel Marketing – Marketing Manager (2006-2009, part-time)
- O1 Communique Laboratories Inc. – Director of Marketing (1996-1998, full-time)

AST Canada Inc. – National Marketing Manager (1995-1996)

ATI Technologies Inc. (1991 – 1995):

- Manager, OEM Field Marketing and Sales Operations; Senior Manager, Product Marketing

High Line Data Systems Inc. – Vice President, Client Services (1990-1991)

Nixdorf Computer Engineering – International Marketing Manager, Imaging Systems (1989-1990)

Xerox Canada Inc. – Strategic Marketing Manager, Centralized Electronic Printing (1986-1988)

Spectrix Microsystems Inc. (1984-1986):

- Product Marketing Manager; VAR Sales Account Manager

Systemhouse Ltd. (1978-1984):

- Product Marketing Manager, Office Automation; Product Manager, Wang 2200 Based Products; Senior Programmer / Analyst, Consulting Services

Education

Bachelor of Mathematics, University of Waterloo, Waterloo, Ontario

Software Expertise

- Applications – Microsoft Office (Excel, Word, PowerPoint) and working knowledge of Microsoft Project; Corel PaintShop Pro; Adobe Acrobat Professional
- Development Tools – WordPress (CMS/bloggging tool), FileZilla FTP Client, WampServer, Komodo Edit/Notepad++, and working knowledge of HTML5/CSS3