
Business development executive with extensive experience in customer acquisition and retention, maximizing visibility, and driving growth for entrepreneurial healthcare businesses

- Proven ability to secure financial commitments and buy-in from clients and business partners: +120 transactions with +200 businesses generating +\$50MM; +35 operating-level contracts negotiated and signed with key suppliers and channel partners; \$15MM in capital secured from investors.
- Expertise in building brand equity through B2B and B2C product marketing and awareness programs that define, position, and communicate the capabilities and value of healthcare products and services.
- Skilled in analyzing scientific, financial, and market data to identify and evaluate market opportunities, forecast trends, implement growth initiatives, and capture market share.
- Strategic and tactical manager who leads by example to promote operational excellence.

PROFESSIONAL CAREER & KEY ACHIEVEMENTS

PRIVATE MARKETING & CAPITAL ASSOCIATES, Dallas, TX

2010-Present

Product marketing and brand consultant to a leading cord blood bank

- Led CEO's effort in articulating the company's value proposition to clients and investors by authoring management presentations and investor relations materials received by **26,000 shareholders** immediately preceding reverse stock split; market capitalization **increased 38%** subsequently.
- Initiated and developed strategic financial relationships with private equity and venture capital.
- Conducted earnings due diligence and market research to benchmark management's effectiveness.

BDR RESEARCH GROUP (Black Diamond Research), New York, NY

Vice President

2006-2010

Institutional Sales Agent

2004-2006

- Sole P&L responsibility for a portfolio of 45 clients producing nearly **\$1MM** in recurring revenue.
- Managed sales forecasts and revenue cycle for **\$250,000** annual R&D budget.
- Guided physicians, commercial experts, and financial analysts in producing weekly, monthly, and quarterly client deliverables. Supervised and coached client interaction for product quality assurance.
- Responsible for product marketing, branding initiatives and message development aimed at elevating awareness and value of BDR to prospects, customers, and channel partners.
- Conducted SWOT and financial statement analysis for as many as 50 companies a year. Collaborated in channel checks for product launch analysis to determine market demand and revenue potential.
- Regularly met with clients, CEOs, and executive management teams for road-shows and relationship management, including Sepracor, Cephalon, BioMarin, AMAG, United Therapeutics, Rigel, Cubist, Medicines Company, 3S Bio, Cadence Pharmaceuticals, and Enzo Clinical Labs.
- Created compelling and visually captivating marketing materials across all media for cohesive and comprehensive brand campaigns that aligned with sales and business development objectives.

Personal Achievements at BDR Research Group

- Business Development: Met or exceeded personal revenue expectation each year starting in 2007. During global economic downturn in 2008, exceeded revenue expectation by **70%**. Personally produced over half of the firm's revenue and grew client base by over **50%**. Increased margins by **50%** by raising prices while lowering SG&A expenses. Opened San Francisco and Chicago markets, leading to increased national awareness and revenue diversification. Initiated channel partnerships resulting in **\$400,000** incremental revenue. Launched BDR website: <http://www.mikeharbut.com/media/>
- Strategic Direction: Successfully expanded BDR's product mix to include financial risk mitigation and hedging strategies during the 2008-9 market declines. A strategic decision that grew market share, increased client loyalty, and drove profitability while other firms folded.

SCHONFELD GROUP, New York, NY 2005-2006

Sales and Marketing Manager

- Played a key role in developing and implementing Schonfeld's market penetration strategy.
- Sole P&L and product management responsibility for an 11-product portfolio. Authored all marketing and sales literature. Led brand strategy, including development and design of corporate website.
- Trained and coached New York, Connecticut and Boston sales staff.
- Authored advertisements featured in the *Wall Street Journal*.

Personal Achievements at Schonfeld Group

- **Generated 80% of research-related business**, resulting in **\$1.9MM** in recurring revenue.
- Created and produced client events with Phillips Van Heusen CEO, Elizabeth Arden CEO, Decision Economics, and veteran short-seller Tom Chanos, generating over **\$70,000** in incremental revenue.

HEDGE FUND SOLUTIONS, New York, NY 2004-2005

Director of Business Development

- Led rapid business turnaround and rebranded company from the ground-up: look, feel, voice.
- Sole P&L and product management responsibility for a 15-product research portfolio. Set revenue goals, trained and supervised sales and marketing team. Developed integrated sales process, including marketing collateral, pitch books, telephone scripts, and website.

Personal Achievements at Hedge Fund Solutions

- **Accounted for 100% of new business**, resulting in **\$498,000** in recurring revenue and **\$5M** in assets.

PCS RESEARCH, New York, NY 2002-2003

Sales Executive/Product Manager

- Initiated and closed **10 sales**, including the firm's largest sale at the time for **\$100,000**.

LEHMAN BROTHERS, New York, NY 2001-2002

Marketing Analyst

- Developed, implemented, and executed product marketing plan for the energy research team.

Personal Achievements at Lehman Brothers

- **Successfully advanced the energy research team's Institutional Investor ranking from unranked to 3rd place**, resulting in greater visibility and investment banking opportunities.

SALOMON SMITH BARNEY, New York, NY

Sales Executive, Institutional Services Group

2002-2002

Marketing Associate, Citigroup Asset Management

1999-2001

- Conceived and implemented product marketing plans that accounted for 25% of Citigroup Asset Management's sales: about **\$1BN**. Authored high-visibility marketing collateral circulated to hundreds of thousands of Citigroup clients. Launched Wall Street's first animal-friendly investment fund.

Personal Achievements at Salomon Smith Barney

- Market share **grew from 27% to 37%** in Smith Barney channel and **more than 30%** in Citibank channel.
- Initiated and produced The Young Investor Summit, **attended by over 500 potential investors** and covered by the national financial press, including *Baron's* and *Institutional Investor Magazine*.

DONALDSON, LUFKIN AND JENRETTE SECURITIES CORP., Boston MA 1997-1999

Sales Assistant, Institutional Management Group

- Assisted Boston's **#1-ranked** institutional sales team, serving Boston's top investment managers.

EDUCATION & PROFESSIONAL AFFILIATIONS

MBA, Executive Program, the University of Texas at Dallas

Expected 2012

Program ranked 22nd in the world by *BusinessWeek* (2009) and 10th in the US by *Financial Times* (2008)

BA, Geography, Boston University, Department ranked 1st in the US by National Research Counsel (2010)

Affiliations: Board of Advisors, NTEC; Member, American College of Healthcare Executives