

MARK MAYFIELD

Operations & Technology Leader Driving Sustainable Growth & Profitability



Mr. Mark Mayfield is an experienced operations and technology leader whose customer-centric focus channels his marketing, production, and managerial expertise to build lasting relationships, manage conflicting priorities, and drive corporate growth. Through a combination of delegation and hands-on initiative, he has earned a reputation for getting the job done, no matter how complex or how sensitive. He applies his operational and financial acumen to build business by taking on new challenges, identifying forward-thinking solutions, and bringing out the best in every member of his team.

In his most recent position, Mr. Mayfield was the Vice President of Direct Mail Marketing Services at Ruffalo Noel Levitz (RNL), the recognized leader in providing strategic fundraising and enrollment management services and software for colleges and nonprofit organizations. RNL acquired Mr. Mayfield's previous firm DMXENGAGE and asked him to remain and take over the leadership of all print and mail operations for RNL.



When he assumed control of RNL's print and mail, the internal print, mail, and fulfillment production team was struggling with quality issues, was not well-regarded within the organization, and was losing significant money on fulfillment services. Additionally, several pieces of state of the art equipment were severely underutilized. He identified numerous opportunities for improvement and his initiatives reduced errors significantly from 2% to less than 0.5%, restored confidence in the Mail Center team, moved jobs in house that had been previously outsourced, increased profitability by more than 20% and saved \$150K in the first year alone.

Turning his attention to vendor pricing, he determined that RNL was over-paying for print and mail outsourcing and was not coordinating pricing negotiations between different divisions. He conducted an in depth financial analysis and created a decision matrix to rate vendors in several weighted categories. The sweeping project ultimately led to a deal with a national vendor that guaranteed 11% savings in the first year, totaling \$440K savings in the first year on a \$4M outsourcing budget.

Prior to the acquisition, Mr. Mayfield was with DMXENGAGE from 1997 to 2017. DMX was a privately-held Denver, Colorado-based firm providing a comprehensive and integrated marketing toolkit, including services in Marketing Automation & Strategy, Content Marketing, Marketing Integration, Direct Mail Marketing, Data Processing, Order Management, Email Marketing, Web Design & Development, Content Marketing, Print & Fulfillment, and Inbound Marketing. As President for his last three years with DMX, Mr. Mayfield led all operations of the firm and held full P&L responsibility.



When he took over the leadership in May 2014, the firm was facing steadily declining profits and no clear path to hit profit goals for the year. He launched several software development projects to gain efficiencies on recurring work and changed the leadership of a key division as well as moving a substantial amount of work in house that had been outsourced, increasing resource utilization and overall effectiveness. All of his initiatives paid off – EBITDA increased by 30% by year-end and record revenue and profits were achieved the following year.

Mr. Mayfield led DMX through a challenging period. The company's future became uncertain when DMX's parent company Noel Levitz was acquired by a competitor, Ruffalo CODY, which had a division providing the same services and capabilities as DMX. He conducted a series of in-person and over the phone presentations to the new corporate and Board leadership, demonstrating the value of DMX, its employees, its tools, and its legacy, and then presented a series of recommendations on changes they should consider making to their print, mail, and fulfillment operations and pricing. As a result, DMX was preserved as business unit and he was placed in charge of all print and mail operations for RNL.

His track record of excellence with DMX was well-established, which certainly added to RNL recognizing the value of the company. He drove significant increases in revenue and EBITDA and implemented sweeping performance enhancements. Diversifying company operations, he increased non-higher education revenue by 26%, raising overall revenue from \$4.5M to \$5.4M, EBITDA as a percentage of revenue from 18.4% to 22.6%, and increased EBITDA by amount by 43%. By restructuring customer-specific services for one of DMX's largest clients, he was able to retain the client and save more than \$400K in annual revenues.

"I have been successful in building lasting relationships and driving corporate growth for organizations experiencing both organic and inorganic growth."

As Vice President of IT for five years, Mr. Mayfield held a central and integral role in the growth, marketing, and management of the company. He developed corporate strategies, created business development and resource optimization plans, and implemented performance improvements across the firm's operations. Among his many accomplishments, he led the onboarding of IBM Silverpop cloud-based digital marketing software, working with a development team to build a back-end reporting platform. The initiative made it possible to scale marketing automation operations from 10 clients to more than 30, producing 20% overall increase in revenue in the first year.

He also led a development team to build a new data ingestion system with new ETL rules to support a client's new data formats, increasing revenue to \$750K from that one client alone. Recognizing a significant risk to the company's profitability, he conducted a top-to-bottom risk mitigation study and reallocated resources based on an algorithm of where failures seemed most likely to occur and how much revenue and/or cost was associated with those items. Next, he integrated an ERP System in collaboration with IT and Finance, implementing MSSQL-based software system, substantially decreasing accounting and project management expense and transitioned DMX to Office 365, replacing an internally hosted e-mail server that was prone to failure, freeing up internal support resources, enhancing stability and up-time with less risk of cyber attacks.

Prior to being promoted to Vice President, Mr. Mayfield was DMX's Assistant Vice President of IT for two years, between 2007 to 2009. He held full responsibility for implementing integrated third-party software solutions of various architectures for business processes including e-mail marketing, variable data print, order management and fulfillment, project management, and accounting. He opened a new business segment by heading a fast track development and implementation of a new reporting platform. He led a comprehensive selection process and on-boarded a new variable data print software platform, integrating it with internal and external processes and devices, generating over 2 million images within the first year. By onboarding that VDP Platform, he was successful in producing an ROI of \$100K within the first year, dramatically reducing timelines and enhancing quality control.

His upward progression at DMX was steady. He began his career at DMX as an Information Services Manager and was responsible for directing the IT department, staff, resources, operations, and projects. He was soon promoted to Manager for IT and Quality Control where he led all corporate risk management and QC efforts and Developed Extreme QC™, providing time-tested processes and procedures for each unique service. Showing his entrepreneurial orientation, he identified an opportunity to create an additional fulfillment revenue stream by reengineering the existing fulfillment system platforms. His innovative approach grew DMX's fulfillment business from one client to 15 and grew revenues from \$50K annually to more than \$1M annually.

His next promotion was to IT Director, in which role he collaborated directly with clients for needs assessment and developed and implemented custom databases to meet extremely specific marketing criteria and reduce costs. As just two examples of his many contributions as IT Director, he produced a \$250K increase in revenue by building an innovative new system to ensure high quality output and enabling a client firm to roll out its product to over 100 worldwide corporate clients including many Fortune 500 companies. Further, he created an innovative statement processing platform for a Mutual Funds Services firm, expanding service from three of the client's customers to more than 40, producing \$500K added annual revenue for DMX.

Before joining DMX, Mr. Mayfield was a Data Analyst for Morrison-Knudsen / Parsons Brinkerhoff where he managed computer systems and led a team to develop systems for toll data capture on the new E-470 highway near Denver. He began his professional career as a Spacecraft Guidance Engineer at McDonnell Douglas. He was part of a team that was responsible for writing and debugging guidance, navigation, and control programs and systems for Mars mission satellites.

Mr. Mayfield holds a Master's Degree and a Bachelor's Degree in Aeronautics and Astronautics, both earned at Stanford University in Palo Alto, California. He also holds certification as a Direct Mail Professional and previously held Scrum Master certification. He was the inaugural winner of DMX's Dedicated Service Award and has numerous technology proficiencies in databases, programming languages, and operating systems.

"My customer-centric focus is on channeling my IT and the managerial expertise to build lasting relationships, manage conflicting priorities, and drive corporate growth. Through a combination of delegation and hands-on initiative, I've built a reputation for getting the job done. Taking on new challenges, identifying forward-thinking solutions, and bringing out the best in every member of the team—that's where I thrive."

In his personal life, he is highly involved in athletics and was President of the Denver Highlanders Rugby Football Club. He and his wife currently reside in Denver, Colorado.