

MIKE LOSIER

SR. DIRECTOR MARKETING & BUSINESS DEVELOPMENT

303.960.6101 ▪ mglosier@gmail.com ▪ www.mikelosier.workfolio.com

**Global Growth Strategies | Product Development & Launches | Relationship Management
Marketing & Advertising Campaigns | Strategic Alliances | Strategic Vision | Branding**

A global marketing leader with demonstrated strategic vision in building new product branding and awareness. A sharp eye for emerging market trends, and leading successful go-to-market plans through strategic alliances and directing high performance teams.

Known for special expertise in Asia/Pacific markets and sustainable loyalty and subscription-based marketing and sales models. Can make a strong impact by:

- **Planning & executing aggressive global growth strategies**
- **Developing successful branding and go-to-market strategies for new products & services**
- **Building profitable strategic alliances & win-win channel partnerships**

Recognized for strong communication skills with the c-suite and key negotiations, adaptability in overcoming project hurdles and objections, and continued industry curiosity. Often described by others as a visionary strategist, contributing team leader, humble and goal-driven willing to listen and learn to achieve end goals.

Earned Bachelor of Science **BS** in Business Administration and Management from Colorado State University; recently received a certification EMEA Google Partner in The Fundamentals of Digital Marketing Certificate.

History and Highlights

MGL Consulting
2012 – Present

Managing Director

Started up a cable/broadband centric marketing consulting firm, guiding new market development opportunities in areas that lack mass market providers. Client projects and achievements include:

Surf Air Wireless – LaPorte, IN
2016-Present

Recruited to direct field operations, new vendor assessments including third party video providers, go-to-market strategies, rebranding and staff recruitment and integrations.

- **Devised growth strategy and tactics to rebrand and steal market share.** Identified key competition opportunities to gain market share from the likes of Comcast and Freedom Cable. Projected to add millions of new subscribers in the affluent markets of the southern tip of Lake Michigan.
- **Implemented a full company rebrand to grow new suite of services.** Created a short- and long-term new product launch for a 10-year-old broadband company offering a new suite of fiber optic products to rural mid-Western markets with little to no connectivity.

Digicel Group – Dominica WI
2014 – 2015

Recruited to direct operation, including sales, marketing, product/service development and technology for a global mobile phone network provider operating in the Caribbean, Central America and Oceania regions. Spearheaded development and successful launch a reliable technical network on an island that had limited connectivity.

- **Designed sales and marketing plans for a brand new suite of product offerings.** Facilitated the introduction of Dominica to digital cable and Internet products that had never been established on island. Determined the target market, technical network capabilities, and full rebranding of video products.
- **Cultivated a high performance local sales team improving consumer adoption.** Identified primary hurdle to be foreign management team not connecting with target audience. Built local sales team, trained on new product offerings and best practices for overcoming obstacles. Resulted in launching new video product to project scope, and hit aggressive adoption goals.

Ponderosa Partners
2012 – 2014

Identified as an emerging international cable leader, recruited to replicate successes from cable/broadband implementation in Japan.

- Drove the domestic cable/broadband consulting group to develop and deploy media technology designed to lead the next wave of video entertainment.
- Executed due diligence reports and delivered final presentation of findings as core member of evaluation team to improve processes. Worked to raise funds, and build key industry relationships with Liberty Media and other media investors.

Liberty Global
1995 – 2011

Director of China Development Director of Commerce Strategy & Partnerships

Promoted to lead new business development in China and Europe for an international premium television provider and local affiliate of Liberty Global Company. Concurrently served in dual roles directing commerce/strategic partnerships and business development in China.

- **Won ISP license from China during the 2008 Beijing Olympics.** Collaborated with China's largest cable operator, and created and led a joint venture amongst chaos created by summer Olympics. Directed product research, pricing, and presented the proposal and negotiated the contract. Overcame numerous arcane regulatory and cultural obstacles to ink the multimillion-dollar deal with the Ministry of Information & Technology.
- **Launched 30 apps driving new revenue stream.** Identified new revenue streams within new video and app platform. Secured key video app contracts within the target market, and collaborated to successfully launch 30 apps on the new technology platform. Resulted in increased platform adoption, and long-term app and video development.

Senior Vice President of Marketing

Promoted to head of implementation of the new digital rollout in Japanese based division of Liberty Global Company. Senior Board member, and marketing lead during worldwide financial road show.

- **Developed first high quality, low price consumer video product.** Identified that Japan was ahead of the rest of the world with HD content, but delivering a low quality end-user video experience. Developed a more reliable, and more affordable digital platform that resulted in the highest take and retention rates in the world.
- **Senior Board Member during J:COM digital genesis.** A senior board member and VP Marketing during the creation and launch of the new Japanese based division of Liberty Global.
- **Key marketing strategist for worldwide roadshow to secure capital funding for new IPO.** Executed a global road show to acquire capital funding from major international investment banks and venture capitalists.
- **Cross-functional program leadership.** Managed a team of sales and marketing executives, as well as implementation specialists to ensure high consumer video platform adoption rates.

Vice President of Marketing

- **End to end management of new digital innovations with wide spread adoption.** Delivered seamless implementation of new digital innovations using clear marketing and communications. Lead to highly effective market adoptions and product launches.
- **Introduced effective new sales tactics resulting in \$40 Million Incremental Revenue.** Overcame industry wide objections to door-to-door sales tactics by forging a key relationship with a cable executive. This resulted in a 150% spike in sales for that specific company. The overwhelming success of the project resulted in securing the remainder of the Japanese cable companies, thus forever transforming the Japanese cable industry's business to consumer sales and marketing strategies.
- **Grew a ground-up sales force, and added 50,000 net customers.** Within the first year of adopting this new to Japan door-to-door sales tactic, the Japanese cable industry grew their sales force from 200 to 2,000 and increased annual net customers by 16,000. Established direct marketing / sales value understanding and programs that led to escalated success.

EARLIER CAREER

Safeway Stores Inc. Rocky Mountain Division

Director of Advertising and Marketing

Recruited for experience with subscription based cable management, helped develop Safeway's first loyalty card program.

- **Developed preferred customer loyalty program, directly responsible for first 10,000 accounts.** At the forefront of grocery loyalty programs, developed Safeway's Preferred Customer card and loyalty program that is still used today. The program not only increased customer retention, but also provided feedback to key vendors.

Other roles: Started career with United Cable Television as a direct sales rep, and was promoted regularly and often. Held over 8 positions in 20 years within the same company; titles included sales manager, marketing director, and ended with international opportunities and VP Marketing.

ADDITIONAL SKILLS

**International Relationship Management | Global Strategy | Change Agent | Leadership | Focus
Sales Enablement | Product Marketing | Branding | Marketing Strategy
Digital Marketing Demand Generation | SEO | SEM | CDN |Marketing & Events | Strategic
Direction | Marketing Program Market Intelligence | Corporate Communications | Corporate
Marketing | Digital Engagement Marketing Plans | Marketing Budget | Microsoft Office | Public
Relations | Sales Organization Strategic Marketing | Technology Industry | Client Base
Engagement | B2B | Budget | Design Excel | Metrics | Presentation | Campaigns | Engaging
Collaboration | Business**