Don Chamblin

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OVERVIEW

Executive with deep experience leading product organizations in general management, sales & marketing, channel management and business development roles. Excels at multi-country consumer and market understanding, relationship building with partners and vendors, and building and maintaining a strong team. Maintains a high level of focus, perseverance and ambition. Enjoys facing new challenges. Experience with both US and International firms in the private, public & start-up environments.

Specialties: Business Strategy ● Sales & Marketing ● General Management ● Business Development ● New Product Development ● Market Research ● Strategic Analysis ● Project Management ● Segmenting, Targeting & Positioning ● Marketing Communications ● Raising Capital ● Start-up Ventures ● Contract & License Negotiations ● Staff Recruiting, Management & Training ● Forecasting ● P&L/Budgeting

EXPERIENCE

09/01/2014 to 07/27/2015 **SMARTRAC TECHNOLOGY, GMBH**

SEGMENT SALES MANAGER

- Segment Sales Manager within the FTA (Finance, Transportation, Access Control) Segment at RFID industry leading manufacturer, Smartrac Technology, GmbH.

09/01/2011 to 09/01/2014 **ID INITIATIVES, MICHIGAN CITY, IN.**

PRESIDENT

- President of a consulting firm focused within the security, biometric, RFID, and credentialing sectors. ID Initiatives specializes in new business development activities, channel recruitment, new product launches, and various other sales & marketing functions.

09/01/2010 to 08/01/2011 **JDSU, ROBBINSVILLE, NJ.**

PRODUCT LINE MANAGER, ID & HOLOGRAPHIC SOLUTIONS

- Product Line Manager, ID & Holographic Solutions with responsibility for all aspects of product line management. Key areas of responsibility included: market understanding, sales leadership, new product development, channel development/management, product "roadmap" creation, sales & marketing plan development, and overall unit P&L responsibility.

02/01/2010 to 07/01/2010 **ABNOTE, BOSTON, MA.**

VICE PRESIDENT, GLOBAL SALES & BUSINESS DEVELOPMENT

- Responsible for International sales growth and the business development activities for ABnote, a leading producer of plastic cards, passports, and secure documents. Additional responsibilities included development of an International sales & marketing plan that lead to a series of passport, national ID, and large scale ID projects; recruitment of an International reseller/agent network; and business development initiatives including technology sharing and sales partnering. Direct reports consisted of a team of four.

11/1/2004 to 02/01/10 **ID INITIATIVES, MICHIGAN CITY, IN.**

PRESIDENT

- President of a consulting firm focused within the security, biometric, RFID, and credentialing sectors. ID Initiatives specializes in new business development activities, channel recruitment, new product launches, and various other sales & marketing functions.

12/01/2002 to 10/01/2004 **ACCESS ID (HID) IRVING, CA.**

DIRECTOR: BUSINESS DEVELOPMENT/CHANNEL MANAGEMENT

- As Director: Business/Channel Development, direct responsibilities included sales channel and reseller program creation and management. AccessID (now HID Identity) is the dominant manufacturer and supplier of RFID proximity and smart cards within the access control and secure credential marketplace. Established as a start-up, AccessID achieved over $3,000.000.00 in sales in just over 18 months during employment period.

11/01/2000 to 11/01/2002 **DATASTRIP, EXTON, PA.**

DIRECTOR: IDENTIFICATION SYSTEMS GROUP

- Position held was Director: Identification Systems Group with responsibility for product introduction of the DSVerify terminal and DS 2D bar code technology. DataStrip is known for its pioneering effort within the security, identity and credential verification markets. DataStrip uses a combination of 2D bar codes, smart chips, and biometrics to insure one to one verification of documents such as employee ID cards, driver's licenses, and passports. The role of Director carried responsibility for the following: new business development, channel recruitment, sales, marketing, and product management.

04/01/1999 to 11/01/2000 **ID INITIATIVES, CHICAGO, IL.**

PRESIDENT

- See above ID Initiative description

12/01/1997 to 03/01/1999 **POSDATA, GIG HARBOR, WA.**

GENERAL MANAGER: CARD PRODUCTS GROUP

- Headed up Card Products Group for POS systems integrator, POSData. Directed all sales, marketing, and technical service responsibilities for group. Introduced the CardFive video ID software suite of products to the US, Canadian, and Latin American markets with resulting sales growth totaling $900,000.00, while establishing a reseller network of 45 VARs.

07/01/1995 to 11/01/1997 **ELTRON INTERNATIONAL (ZEBRA TECHNOLOGIES), SIMI VALLEY, CA.**

SALES & MARKETING MANAGER: CARD PRINTER PRODUCT GROUP

- Directed all sales and marketing activities related to the introduction of the Eltron (Zebra) family of plastic card printers to the US, Canadian, and Latin American markets. As first person hired into the Card Printer Group, I was responsible for all initial sales direction, product development, reseller recruitment, technical service programs, and market debut of printers. Achieved a sales volume of $3,000.000.00, and a reseller base of 35.

03/01/1986 to 07/01/1995 **IDENTATRONICS, ELK GROVE, IL.**

NATIONAL MANAGER: SYSTEMS MARKETING

- Was National Manager: Systems Marketing for Identatronics, a leading ID card manufacturer. Responsibilities included sales, marketing, OEM relationships, trade show coordination, and product development. While at Identatronics, sales grew by 300%.

VALUE SUMMARY

Comfortable with various/multiple roles in all work environments. Excellent people skills with a successful history of new business development, sales management, customer satisfaction, and territory development. Forward looking vision with proven ability to recognize companies and emerging technologies worth partnering with. Skilled at translating customer needs and field marketing requirements into corporate business strategies and product plans.

PROFESSIONAL ACCOMPLISHMENTS

Member of the AIDC 100…This is an organization of automatic identification/data capture professionals who, over an extended period of time, have significantly contributed to the growth and development of the industry. www.aidc100.org

REFERENCES

References are available on request