

JOHN N POZADZIDES

EXPERIENCE

HTMLHelp.com, LLC.

1996 – Present

Having grown to nearly 30 million visitors annually, HTMLHelp.com is one of the world's oldest and most heavily trafficked Web sites. It was founded to freely offer instruction and tools to teach people to create Web sites accessible to all.

Founder & President

Assembled a global group of prominent experts at the beginning of the Internet era to form the Web Design Group and establish education and standards for accessible Web design.

- Voluntarily built the Internet's most popular private Web Authoring reference site.
- HTMLHelp.com is linked to by hundreds of thousands of Web sites and referenced in countless periodicals.
- Consistently ranked among the top 5,000 busiest Web sites by Alexa.com.
- Virtually every major Web authoring book contains at least one reference to the site.
- Google and all other major search engines return HTMLHelp.com in the top 10, often the top 2, rankings for all Web authoring related searches (CSS, HTML, Web Authoring, etc).
- Personally co-authored one of the World's most popular Cascading Style Sheets reference guides located at: <http://htmlhelp.com/reference/css/>
- Personally co-authored the original Web Authoring Frequently Asked Questions list, now located at: <http://htmlhelp.com/faq/>
- Participated in the World Wide Web Consortium's original Web Accessibility Initiative.
- Named to the W3C's Hall of Fame: <http://www.w3.org/Style/CSS10/hall-of-fame.html>

SAVVIS Communications

Served as Vice President, Sales & Service and Vice President, Strategic Alliances, within the \$700 million global network services company. Assisted with obtaining corporate financing, participated as a member of the executive team, provided leadership during multiple acquisitions, and helped grow the company from 500 to 1900 employees and \$240M to \$700M in only three years.

Vice President, Sales & Service

November 2001 – March 2004

Broad scope of responsibility including P&L accountability, strategic planning, sales forecasting, training and personnel management for sales and service in the US.

Responsible for three distinct organizations:

- Major Accounts – a sales channel charged with obtaining new SAVVIS clientele.
- Client Solutions – an account management channel responsible for up-sell, cross-sell and client retention across the North American SAVVIS base of accounts.
- Customer Care – a global Customer Service unit primarily focused on non-revenue impacting customer requests.

Select Results:

- Member of the Extended Executive Team and lead Executive on several company wide initiatives and strategic account assignments.
- Participated in presentations to the Board of Directors, corporate budgeting, obtaining \$200M in investment financing, and integration of acquired organizations.

- Developed and implemented technology upgrades to enable “leading edge” call center capabilities such as web-based “Click to Talk”, “Click to Chat” and “Proactive Online Chat” combined with CTI enabled database and e-mail capabilities.
- Decreased customer churn within the first year 49% by refocusing Client Solutions organization on customer satisfaction and account retention & growth.
- Sales leadership over approximately \$30 million annually in total contracted revenues.
- Increased per-head sales productivity over 300% by implementing effective hiring, training, funnel management, and partnering programs within first 12 months.
- Instituted TelePartnering program between Field and Tele channels resulting in over \$10 million in contracted revenues and a 700% teamed funnel increase in first 12 months.

Vice President, Business Alliances

April 2004 – December 2004

Implemented new Alliance channel to focus on sell-to, sell-through, sell-with and buy-from activities with strategic partners. Channel established to handle backlog of opportunities within the funnel as well as to develop new opportunities for Alliance partnerships.

- Established business objectives, budget, staffing plans and financial targets.
- Successfully worked with other channel heads to develop rules of engagement, compensation models and best fit opportunity targets.
- Executed agreements with two of SAVVIS’ largest Alliance partners within first 120 days.

Cable & Wireless

Recruited to C&W (now part of SAVVIS), a \$9 billion global telecommunications provider, and charged with developing the company’s North American Telesales channel from the ground up. Subsequently, chosen by the President of Strategic Alliances to lead strategic alliance initiatives within the US.

Director, North American TeleSales

April 2000 – May 2001

- P&L responsibility for 300+ person Telesales organization consisting of both external vendors and an Inside Sales team consisting of 60 high-end representatives.
- Completed new business case within first 90 days to cut expenditures by \$2.5 million while maintaining 100% of revenue stream on accounts taken by new team.
- Within 6 months, completed the “Global TeleWeb Technology Integration” project to equip and Web-enable all C&W Global call centers.
- Opened and staffed contact center in Sugarland, TX, with additional teams in Montreal, Canada, San Antonio, TX and Providence, RI and central operations in Vienna, VA.
- Led cross-functional team in building a 36-month business case for integration of Field Sales, TeleSales and partner channels.

Director, North American Strategic Alliances

May 2001 – October 2001

- Position reporting to Vice President of Global Partner Programs.
- Responsible for developing and nurturing win-win relationships with three of the top five alliances – Sun Microsystems, IBM and Compaq.
- Charged with unit and margin objectives related to assigned Strategic Alliances totaling almost \$300M in sell-to, sell-through, sell-with and buy-from activities.
- Managed joint sales team engagements, marketing programs, and training between C&W and its partner’s teams of several hundred field sales representatives.
- Responsible for assembling and managing teams from a wide variety of disciplines across the organization to meet the goals of individual alliance programs.

GTE Internetworking (BBN/Genuity)

Recruited as one of the first ten employees to start the Business Sales division for GTE Internet Solutions. After playing a role as top producer, was promoted and charged with growing the sales organization at the rapid pace coinciding with the Internet boom.

After exceeding six quarterly revenue objectives, was chosen by EVP of Sales to relocate to Maryland and manage the sales channel integration between GTE Internetworking and the Bell Atlantic field sales teams for the five-state Mid-Atlantic region.

Bell Atlantic Channel Director

September 1999 – April 2000

- Responsible for integration of the Bell Atlantic and GTEI Field Sales organizations within the largest of three field sales regions through the Verizon merger period.
- Provided management support for over 200 Bell Atlantic field sales representatives including training, processes, resource engagement and involvement in Strategic Account planning.
- Product sales included dedicated Internet access, managed firewalls, VPNs, Web hosting, consulting and integration.

Regional Sales Manager

April 1997 – September 1999

- Managed the US call center based sales staff through a growth period in which the organization's staff grew from 20 to 68 members with a 400% quota increase.
- Exceeded every quarterly quota objective from 1997-1999.
- Direct supervision of Sales Personnel, Sales Engineers, Sales and Administrative Assistants.
- Responsible for recruiting, training and coaching of new employees.

ORGANIZATIONS

City of Frisco, TX, Secretary of the Public Art Board

2006 – Present

Appointed by Frisco City Council to oversee the city's Public Art initiatives for 2006-2008. The city sets aside 2% of all project funding for public art, for which the 5 person board has sole responsibility of selection.

Visual Arts Guild of Frisco, Committee Chair & Webmaster

2006 - Present

Direct Metal Artist and Member of the VAGF, I also serve as the Webmaster and Committee Chair for Web initiatives.

City of Frisco, TX, Bond Committee Member

2005 - 2006

Appointed by Frisco City Council to oversee the city's bond financing initiatives for 2006-2011. The committee issued a \$200 Million+ bond package, which was overwhelmingly approved by the citizens of Frisco, to finance parks, roads, facilities and other infrastructure.

EDUCATION

HARVARD GRADUATE SCHOOL OF BUSINESS

Leading Change and Organizational Renewal

HARVARD LAW SCHOOL

Program on Negotiation

UNIVERSITY OF TEXAS AT DALLAS

Finance and Economics

DISNEY INSTITUTE

Program on Leadership