



CED Mentor Biography

Name: William Vanke

Current Occupation: EVP and Managing Director - Micro Medic

Career Highlights:

- EVP and Managing Director - Micro Medic (May 2009 to present). General Manager of the business with P & L responsibility. Hired by the owners to refine processes enabling growth, identify growth areas and manage the business to a sustainable growth.
- EVP and General Manager – Americas Picsel Technologies (2007 to 2009). Responsible for conduct of all company business in the Americas except for Engineering. Developed the company's global sales methodology and designed and rolled out the SalesForce CRM system.
- Global Accounts Director - British Telecom (BT) Group (2005 to 2007). Assigned Accounts within the Global Solutions division of the business to expand business within the 20 largest global customers of the company – particularly The Coca-Cola Company system and FedEx.
- Principal - Falconbridge Group (2003 to 2004). Various engagements with technology companies and industrial firms. Projects focus on strategy development and business alignment with marketing and sales, identification of marketing and sales force success factors.
- Regional Director - SPRINT SOLUTIONS GROUP (2001 to 2003). Provided regional leadership and sales management for the E Solutions Group of this global communications company.
- Vice President, Strategic Alliances - TECHNAUTS, (2001). Recruited by initial investors and Board of Directors to provide leadership, identify investors and deliver business analysis for a second stage Internet Software Company developing a middleware product.
- Regional Manager (Americas & EMEA)/Director National Accounts - SIEBEL SYSTEMS/OPENSITE TECHNOLOGIES (1999 to 2001). Established the first outside sales organization to help position this provider of customer relationship management software for an IPO. Developed sales strategy, compensation plans, performance parameters and enterprise sales methodology.

Areas of Expertise:

- Accounting / Finance
- Business Development
- Business Funding
- Human Resources
- Information Technology
- Legal
- Marketing
- Operations
- Sales
- Other: _____

Education:

- BA, University of Akron, Akron, OH
- MA, University of Akron, Akron, OH

Professional Affiliations / Volunteer Activities:

- Council For Entrepreneurial Development