

**Principal
Consultant
Profile**

Paul Gibler, *the Web Chef*, Principal Consultant, founded **CONNECTINGDOTS** in 2000 to provide clients with strategic consulting and training to attract and retain customers. Paul has over 20 years of marketing experience as a consultant, corporate leader, author, public speaker and trainer. His experience includes marketing services, capital goods, intangibles and consumables in a wide range of industry sectors including pharmaceuticals, biotechnology, medical equipment, financial services, consumer catalogs, consulting, telecommunications, energy, associations and higher education.

Experience



Website Audits

- Evaluated marketing research information, conducted competitive research, completed multi-functional internal interviews, facilitated creative ideation session and synthesized all inputs for the creation of a roadmap for expanded services and functionality targeting the business customer for a multi-regional telecommunications firm.
- Conducted site audit of online consumer catalog marketer developing enhanced recommendations for content, creative, customer service, community and commerce capabilities.

Marketing Technology Assessment

- Evaluated all facets of association's marketing technology and supporting business processes including web site, marketing research infrastructure, customer database, printing, telecommunications, digital asset management and visual design to define enhancement areas.

Affiliate Marketing

- Evaluated options and generated recommendations to generate affiliate revenue from traffic to a portal site.

Affiliate Marketing

- Initiated and led team that created and marketed enhanced e-commerce site targeting the scientific research community. Transaction capability was launched worldwide and sales increased 750% in 10-months.

e-Business

- Initiated and led team that created and marketed enhanced e-commerce site targeting the scientific research community. Transaction capability was launched worldwide and sales increased 750% in 10-months.

Site Development

- Led team that developed first multi-divisional corporate website with content organized by customer segment.
- Initiated and led team that created and marketed enhanced e-commerce site. Transaction capability was launched worldwide; sales increased 750% in 10-months.

CONNECTINGDOTS, LLC
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Marketing Communications

- Identified, reviewed, evaluated, selected and managed advertising, design and translation agencies for financial services, pharmaceuticals, medical equipment and biotechnology products.
- Managed outsourced on-site printing operation to maximize value and efficiency for the organizations technical documentation and sales support objectives.
- Generated creative marketing communications campaigns utilizing all media (print, direct marketing, catalog, internet, trade shows, promotions, educational marketing, sales collateral, technical documentation, sales training support, product public relations) for the launch of products in the financial services, medical equipment, medical devices, biotechnology and pharmaceutical sectors.
- Developed and executed global marketing communications plans.

Channel Marketing

- Developed company sponsored association targeting the operating room hospital pharmacist to generate long term relationship-based marketing opportunities for a pharmaceutical company in the anesthesia and acute care category. The association has been so successful that it continues to be supported 15 years later.

Educational Marketing

- Led efforts to achieve certification as an approved provider of pharmacy continuing education and re-purposed existing material targeting the nurse anesthetist marketplace for usage by hospital pharmacists.

Corporate Communications

- Initiated media contact and generated press conferences and releases for stakeholder relations.

Brand Development

- Conducted audit of all customer facing communications including packaging, outbound call marketing, technical documentation, switchboard, signage, sales support literature, tradeshow, advertising to identify and implement areas for improvement to help support a cohesive brand presentation. The result was corporate branding was reinforced and investments were leveraged through multi-purposing of images, message and content.
- Participated in brand evaluations and launch of a new corporate branding strategy for a global pharmaceutical company.

Competitive Intelligence and Marketing Research

- Facilitated focus groups for evaluation of new medical equipment.
- Conducted one-on-one interviews related to new office products generating consumer insights for new directions and enhancements.
- Conducted competitive intelligence of key provider of mortgage life insurance.

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Product Development

- Worked with actuaries to develop new insurance product to be sold in conjunction with the origination of new and refinanced mortgages.

Employee Communications

- Led cross-functional team that revamped intranet site to become a crucial information utility for business knowledge and employee services.
- Initiated project to create multi-location employee directory.

Staff Management

- Reorganized staff and implemented process improvements to support an integrated marketing approach capitalizing on individuals' abilities while forming a cohesive team.

Corporate Experience

Director Global Marketing Communications
Promega, privately held biotechnology company

Marketing Communications Manager
Ohmeda, The BOC Group, medical equipment and devices

Marketing Manager, Real Estate Insurances
Marketing Communications Manager, Credit Insurance
CUNA Mutual Group, financial services for credit unions and credit union members

Professional Relations Manager
Marketing Communications Manger
Market Analyst, Latin America and Far East
Anaquest, The BOC Group, pharmaceuticals

Selected Consulting Engagements

Medical

Bone & Joint Surgery Associates
Medical Media Associates
Jarosz Regulatory Consulting
Rexam Medical Packaging

B2B

Eldon Office Products
Kurt Salmon Associates – health care and facility planning services
TDS Telecom – telecommunications firm
WE Energies – energy firm

Consumer

Madbrands – off price online retailer
Simply Truffles – online retailer of high end chocolates

Education

University of Wisconsin Alumni Association
University of Wisconsin Graduate School

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Speaking Engagements



Professional Associations

AAF (*American Advertising Federation*) Districts & Clubs
8th District; 9th District; Bismarck, ND; Charleston, SC; Dubuque, IA;
Fargo, ND; Sioux Falls, SD; Fox Valley, WI; Grand Rapids, MI; Knoxville, TN
ASTD (*American Society for Training & Development*) Madison, WI
IABC (*International Association of Business Communicators*)
Madison, WI; Rockford, IL; Indianapolis, IN
MCAI (*Media Communications Association International*) Madison, WI
SME (*Sales & Marketing Executives International*) Madison, WI, Milwaukee, WI

Trade Associations

CUES (*Credit Union Executives Society*) Honolulu, HI; Las Vegas, NV
CUNA (*Credit Union National Association*) New Orleans, LA, Online 2 times
WICUL (*Wisconsin Credit Union League*) Madison, WI

Education

MU (*Marquette University*) Milwaukee, WI
MSOE (*Milwaukee School of Engineering*) Milwaukee, WI
UW System (*University of Wisconsin System*) Madison; Milwaukee; Platteville and Whitewater, WI
WWBIC (*Wisconsin Women's Business Initiative Corporation* – 4 times)
Madison, WI

Corporations

Virchow Krause LLP, Madison, WI
Econoprint, Madison, WI (scheduled June)
CUSchools, online (scheduled June)

Articles

"Getting Your Share of the Aftermarket" – Dealers Point, Wisconsin Auto & Truck Dealers Association, Spring 2004
"Many are e-Mailed, Few are Delivered" – Credit Union Executive Newsletter, March 2004
"Sending a Message Online" – Corporate Report Wisconsin, Dec 2003
"Navigating the C's of e-Business" – Credit Union Executive, May/June 2003
"Online Ads – What's Best for your CU?" – Credit Union Executive, July 2002
"Search Engine Marketing" – The Advertising Dentist, February 2002; Credit Union Executive Center, April 2002; B2B Interactive.org, June 2002

Affiliations

President – Madison Chapter International Association Business Communicators (2000 – 2004)
Board of Directors – Madison Advertising Federation (1999 – 2003)
Business Advisory Board – University of Wisconsin Platteville (2000 – 2006)
University of Wisconsin LEAP Advisory Board – Gartonworks (2002)
Vice Chairperson – Bay Creek Neighborhood Steering Committee (1989 – 1990)
Member – American Marketing Association, e-Business Communications Association, Madison Area Business Consultants, National Speakers Association – WI Chapter

Education

BS, Marketing/Accounting The Wharton School, University of Pennsylvania
MBA, Marketing from the University of Michigan.

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