



# Tim Schneider

A market-driven leader with a blend of business and technical acumen, the ability to guide strategy and execution, develop new products, solve complex problems, drive sales, and grow the bottom line.

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## EXECUTIVE HIGHLIGHTS

*Successful track record of starting new businesses, developing innovative products, and rapidly growing companies*

- **Product Development** – Developed the nation’s first emergency response service for electric vehicles, generating \$16MM of new revenue within 6 months of launch.
- **Sales Leadership** – As co-founder of a start-up, personally closed deals with more than 22 insurance and other financial service companies in first 12 months, worth \$1MM+ in sales with high growth potential.
- **Business Development** - Developed large partnership marketing program. Negotiated deals with more than 50 major retailers. Generated \$3.6MM revenue in first full year of the program.
- **Technology** – Designed and launched a web app that processes more than 4 million transactions annually. Developed and integrated iPhone applications for Mazda, Acura, USAA, and The Hartford.
- **Corporate & Product Marketing** – Led large B2B marketing and recruitment campaign using traditional and social media which resulted in a 12X increase in enrollment over previous campaigns.
- **New Business Start-Up** – Have established profitable insurance services, market research , and technology companies

## CAREER HISTORY & ACCOMPLISHMENTS



*OnSource captures digital images of anything, anywhere across the nation within 24-hours through our proprietary service delivery network.*

*Co-Founder*

*Nov. 2011 - Present*

OnSource captures HD photos or video of remote property including vehicles, residential or commercial real estate, specialty equipment, and personal property, faster and for less cost than existing services, allowing clients to reduce cycle times, lower operating expenses, and enhance customer satisfaction levels.

- Responsible for developing, marketing, selling, implementing, and managing all activities of the organization
- Recruited a proprietary service delivery network of 2,200+ photographers/videographers in all 50 states
- Personally closed deals with more than 22 insurance companies worth more than \$1MM+ in the first 12 months
- Built and staffed a small call center to process and manage assignments with world-class service
- Developed foundational web portal and Android handset “app” to enable service delivery
- Developed indirect sales channels; put multiple profitable strategic resale agreements in place
- Designed all corporate marketing materials and investor & go-to-market sales presentations
- Participated in raising seed round from angels to fund business start-up

Advisor

2006 - Present

I started Pro Survey while employed at Agero. It is now managed by my wife and employs four part-time professionals. Pro Survey's services include web, phone, and mail survey development, direct marketing services, advanced analysis, and customer satisfaction consulting. The company has several large brands which I secured as clients including KIA, AARP, Merchant Warehouse, Capital Bank Card, and Electric Insurance



Agero, formerly known as Cross Country Automotive Services, is the leading provider of private label roadside assistance, consumer affairs, telematics and marketing services to the automotive and insurance industries.

Vice President of Product Management & Marketing

2010 – 2011

Director of Product Management – Service Delivery

2008 – 2010

Product Marketing Manager

2004 - 2008

- Reporting to the President, directed all aspects of product management & marketing for this \$400MM+ business
- During my tenure revenue grew by more than \$150MM and new efficiencies boosted profits to record highs
- Products launched in 2010 – 2011 generated more than \$25MM in new revenue
- Provided expert product and marketing support to the sales organization covering product strategy, roadmap communication, collateral generation, RFP response support, and product demonstration
- Led the technology steering committee and company prioritization for all projects and new initiatives
- Implemented formalized product development methodology based on Pragmatic Marketing's approach

A few interesting products/projects I led:

- Developed the first mobile charging service for electric vehicles generating \$16MM in new revenue in first 6 months
- Launched VINpoint™service to locate customers more quickly, accurately, and cost efficiently via GPS. First commercial use of this type of service in the US. Saves the company \$1MM+ annually, increased customer satisfaction, created competitive differentiation, and was awarded 2010 Product of the Year by *Customer Interaction Solutions* magazine and 2011 CRM Excellence Award by *Technology Marketing Company*
- Created best-in-class customer communication system, Roadside Connect™, which won 2011 Product of the Year from *Customer Interaction Solutions* magazine and 2011 Product of the Year from *Communication Solutions*. USAA also honored Agero with their Strategic Supplier Innovation Award for Roadside Connect
- Developed industry web portal, AgeroSupport.net (formerly Argosi.net) utilized by more than 98% of Agero's 30,000+ vendors on a daily basis. Saves the business more than \$1MM annually and won a 2009 CIO 100 Award - by *CIO Magazine*, a 2008 CRM Excellence Award by *Technology Marketing Company*, and was a 2008 Finalist for Best Product Team - by *The American Business Awards*
- Developed Instant Dispatch™, software used by over 5,000 vendor businesses to automate more than 4 million service assignments annually. Saves the company more than \$1MM annually and was awarded 2009 CRM Excellence Award by *Technology Marketing Company*
- Launched iPhone applications for Mazda, Acura, USAA, and The Hartford. The Mazda app won a 2010 CRM Excellence Award - by *Technology Marketing Company*
- Created a proprietary vendor procurement algorithm that saves the company more than \$5 million annually
- Developed and executed marketing campaigns for BMW, Subaru, Nationwide Insurance and other large auto manufacturers and auto insurers to promote enrollment
- Developed large partnership marketing program. Negotiated deals with more than 50 major retailers of products and services like Michelin, Sprint, AT&T, OfficeMax, MasterCard, Jiffy Lube, Enterprise, and many more. Generated \$3.6MM revenue in first full year of the program which exceeded targets by 100%



*Liberty Mutual is an auto, home, life, commercial insurance company ranked as the third largest property and casualty insurer in the U.S.*

*Technical Project Manager – Contract Position*

*2002 – 2004*

- Worked as a Technical Project Manager on 2 large initiatives for Liberty Mutual
  - Voice over IP telephony rollout for 275 local sales-offices and Class B Call Centers
  - Transitioning International IT products, services, and employee help desk to centralized support model.
- Responsibilities included writing project documentation, collecting weekly status reports from 10+ sub-project teams, weekly project plan updates, project document control, and project tracking and reporting to the PMO



*Internet professional services firm named one of Boston’s Top 25 Web Design/Development Agencies in 2000 by the Boston Business Journal.*

*Vice President – Co Founder*

*1998 -2002*

- Employed 35 creative and technical professionals dedicated to deliver meaningful Internet solutions
- My focus was on project management, account management, sales, marketing, and business development
- Under my leadership, sales grew to 3.2 million in 2000
- Managed all large project implementations and most major accounts
- Expert in corporate web development, SaaS, web marketing, SEO, web applications, flash/multimedia production, and corporate identity design.
- Leveraged both on-shore and offshore technical development resources- managed multidisciplinary project teams including designers, developers, marketing professionals, and QA specialists.



*In October 2007, Gateway was acquired by Taiwan-based Acer Inc., and the combined entities now comprise the third-largest PC company in the world.*

*Online Content Editor*

*1997 - 1998*

- Web content editor for the network hardware division for a large e-commerce retail web site (100M+ annual sales)
- Monitored and reported on product performance, traffic, and other relevant marketing data.
- Performed product research and executed ad programs/promotions as requested by the product management group.

## EDUCATION



**B.A. Speech Communications - 1997**

Various other training and education includes:

- Six Sigma “Green Belt” Certification, Villanova University
- “UML – Use Case Design” Certificate, Boston University
- “Effective Product Marketing” Certificate, Pragmatic Marketing Group
- “Practical Product Management” Certificate, Pragmatic Marketing Group
- “Marketing in the Next Millennium” Certificate, IBM’s Advanced Business Institute, Executive Training Facility, Palisades, NY
- Keane’s Project Management Certificate, Albany, NY