

Skills Summary

Working on a full-time or consulting basis, David can do any (or all) of the following:

Role	Responsibilities
Marketing	Marketing strategy and budget Market research Inquiry generating Telemarketing Hybrid Direct Marketing using direct mail, e-mail, fax and Web
Business Development	Alliances Channel partners Seminars
Sales	Sales process Sales team development Solution selling training Lead qualification Sales automation Contact management Forecasting Quoting
Database	Database strategy Installing database such as Access or ACT! contact manager Data importing and cleansing Querying and reporting
Website	HTML and ColdFusion Online database integration Transferring manual functions to Web-based systems
Creative	Color print-on-demand Brochures Sales aids White papers Website Power Point
Communications	Media relations Press releases and distribution Press conferences Newsletters

David Berger provides all this and more

Assignments

Full-time, part-time and consulting

International, Heavy Machinery

Buhler Ltd., Uzwil, Switzerland
UBE Industries, Tokyo, Japan
Italtipresse, Brescia, Italy

High-tech Startups

Auraline, San Jose, CA
NEC System Labs, subsidiary
Sigma 6, Detroit, MI
acquired by AppNet, then Commerce One
The Internet Factory, Detroit, MI
acquired by Bowne Enterprise Solutions
WebHelp, Toronto, Canada
WebX, Bloomfield Hills, MI
Techstreet, Ann Arbor, MI
A2 Corp, Ann Arbor, MI
CST, Ann Arbor, MI

Other

Alumax (acquired by Alcoa), St. Louis, MO
Fusion DM, San Francisco, CA
Biasco Pianos, Chicago, IL
WNIC Radio, Dearborn, MI
ELM International Inc., Okemos, MI
Holiday Inn, Tawas Bay, MI
Shell Oil, Ann Arbor, MI
Grand Traverse Resort, Traverse City, MI
Allied Incorporated, Ann Arbor, MI
Las Vegas Golf and Tennis, Canton, MI
Caddy Shack Golf, Livonia, MI
Maples of Novi, Novi, MI
Huron Valley Printing & Imaging, Ann Arbor, MI
ProDial Communications, Los Angeles, CA
Midbrook, Inc., Jackson, MI
Hammes Company, Bingham Farms, MI
ARC Worldwide, Denver, CO
Techline, Ann Arbor, MI
Exotic Plastics, Farmington Hills, MI

Technology Related

IBM, Southfield, MI
Cisco Systems, San Jose, CA
3Com, Santa Clara, CA
SGI, Mt View, CA
Digital Data, Ann Arbor, MI
ABB Flexible Automation, New Berlin, WI
Infranor Group of Switzerland, Ann Arbor, MI
Tecnomatix Technologies Inc., Novi, MI
Advanced Systems and Designs, Troy, MI
Catalyst Broadband, Ann Arbor, MI
Cloudstream, Southfield, MI
Compunix, Southfield, MI
Cognition, Livonia, MI
TeleCorp, Walled Lake, MI

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