

# Mark R. Bishop

216 Sea Coast Lane • Ponte Vedra Beach, FL 32082 • 904.280.1691 • Fax.509.561.2920  
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## OBJECTIVE

A product development or marketing position in the Jacksonville, Florida area.

## EXPERIENCE

2001-Present

**FLORICAL SYSTEMS** Gainesville, Florida [www.florical.com](http://www.florical.com)

Chief Technology Officer

- Responsible for the functional design specification of new products and upgrades. Formalized the design process and managed product development.
- Managed all product marketing activities including producing new product collateral, corporate web site and product manuals.
- Managed corporate public relations including press releases, press packs and advertising campaigns. Increased press coverage 400% over previous years.
- Deployed a SalesLogix CRM system to dramatically improve customer service and better manage open development issues.

1997-2001

**GRAPHX** Boston, Massachusetts [www.graphx.com](http://www.graphx.com)

Vice President, Sales and Marketing; Director of Marketing

- Managed all worldwide sales and marketing for Graphx. Increased total sales 137% in three years and secured significant new OEM contracts with Fuji Photo Film, Sony, Polaroid and Eastman Kodak.
- Conducted all negotiations, business analysis, and contracts for the asset acquisition of a Macintosh product line to complement the Windows printing software for photorealistic, color film, and wide format inkjet printers.
- Managed all product and marketing activities for 12 product introductions. Responsible for specifying product features, authoring manuals, packaging, writing product collateral and press releases, and implementing sales upgrade campaigns. Created a 7 hour technical product training course for resellers.
- Managed a web e-commerce development team of staff and consultants that implemented online shopping on an internally hosted web server. Created and promoted a new corporate web site that increased customer leads by 90%.
- Focused press relations on a "top 20" select group that dramatically increased coverage with a value of over 10 times cost. Managed tradeshow planning and attendance that achieved 96% of direct revenue versus cost.
- Implemented the corporate cost accounting and budgeting system to help manage costs against sales forecasts and ensure fiscal year profit.

1995-1997

**FLORICAL SYSTEMS** Gainesville, Florida [www.florical.com](http://www.florical.com)

Product Software Engineer

- Specified and designed an automation control interface for digital video servers under Windows NT. Authored and published two user manuals.
- Developed a distributed control system for satellite antenna controllers, receivers and routers with redundant inter-computer communication.

1993-1995

**ENERGIZER POWER SYSTEMS** Gainesville, Florida [www.eveready.com](http://www.eveready.com)

Product Process Engineer

- Received the Leader Excellence Award for leading an engineering team in reducing AA scrap by 66% and improving production efficiencies, saving \$665,000 per year.
- Selected as the Most Valuable Member of a team responsible for reducing sub-C cell manufacturing rework and scrap by 48%, saving over \$130,000 per year.
- Responsible for all capability analysis and certification procedures on four new NiCd products and on over \$3.5 million of new manufacturing equipment.
- Designed an electronic test system for grading product production.

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## EXPERIENCE 1989-1993

**TEKTRONIX** Wilsonville, Oregon [www.tek.com](http://www.tek.com)

Product Hardware Engineer; Co-Op Electrical Engineer

- Specified and designed an I<sup>2</sup>C serial I/O expander standard cell ASIC using Concept schematic capture. Worked with suppliers on first article parts.
- Designed an error correcting algorithm for critical non-volatile data integrity.
- Synthesized Verilog functional designs into Xilinx FPGAs using Synopsys. Executed simulations using Verilog behavioral modeling and test vectors.
- Project leader responsible for the schedule, development, user manuals, and beta site tests of a protocol converter for IBM mainframe PostScript printing.

## EDUCATION

**UNIVERSITY OF FLORIDA** Gainesville, Florida [www.ufl.edu](http://www.ufl.edu)

Master of Business Administration, Marketing Specialization

GPA: 3.9/4.0, Matherly Scholar, 1997

- MBA Marketing Case Competition Team Member.
- Chairperson of the MBAA Student Affairs Committee.
- Chairperson of the UFMBA Investment Club Internet Committee.

**PURDUE UNIVERSITY** West Lafayette, Indiana [www.purdue.edu](http://www.purdue.edu)

Bachelor of Science in Computer and Electrical Engineering

GPA: 3.8/4.0, Graduated with Distinction, 1992

- President of the Phi Eta Sigma Academic Honor Society.  
Member of the Tau Beta Pi Engineering Academic Honor Society.
- Purdue Engineering Student Council Representative.  
Most Valuable Member of the Student Affairs Committee.

## TRAINING

**Advanced Microsoft Access**, Application Developers Training Co., Boston MA, 1999

**Effective Public Speaking**, Cambridge Community Center, Boston MA, 1998

**Advanced Microsoft Excel**, Santa Fe Community College, Gainesville FL, 1995

**University of Battery Technology**, Energizer Power Systems, Gainesville FL, 1994

**Statistical Process Control**, Energizer Power Systems, Gainesville FL, 1993

**Synopsys Logic Synthesis with Verilog**, Synopsys, Mountain View CA, 1993

**Digital Design Simulation Using Verilog-XL**, Tektronix Inc., Beaverton OR, 1992

**Cadence Concept Schematic Capture**, Tektronix Inc., Beaverton OR, 1992

## COMPUTER SKILLS

**Systems:** Windows 95/98/NT/2K/XP, DOS, UNIX, Macintosh.

**Languages:** C, MS Visual C++, Visual Basic, Verilog, Pascal, Fortran, Lisp, HTML.

**Web Design:** Dreamweaver, HomeSite, MS FrontPage, Telnet, WS-FTP

**Hardware Design:** Cadence Concept, Synopsys, PCAD, ORCAD, PADS Logic.

**Editors:** MS Word, MS Works, WordPerfect, Vi, Emacs.

**Graphics:** MS PowerPoint, PhotoShop, Illustrator, PageMaker, Acrobat.

**Data Analysis:** MS Excel, MS Access, FileMaker, STORM, Monarch, HMS.

**Communications:** MS Outlook, MS IE, Navigator, ProComm, Laplink, TCP/IP

## LANGUAGES

- Fluent Spanish speaker; Lived in Ecuador, South America for 10 years, 1972-82.