

Foxcreek Drive, Sherill Park, Richardson, Texas
972.834.9518 - mike@mikelhayden.com - www.mikelhayden.com

MIKE L. HAYDEN



PROFILE

Accomplished and driven digital marketing strategist offering leadership to advanced technology markets. Specializing and seizing on new opportunities through quality-focused consumer marketing and sales management. Successful coordinator of complex product lifecycle management processes to increase value across international business enterprises. Natural and persuasive communicator recognized among colleagues for keen ability to energize and inspire organizations to consistently and efficiently create the best possible products.

EXPERIENCE

Mar 2014 - Current

Partner Executive - Stratasys.com

STRATASYS 3D Printers - North America

Channel sales enabler, Sell-through coordinator of 7 resellers in 8 states
3D printers, software and materials to potential and existing customers,
Managed Salesforce pipeline and reported sales data. Exceeded Sales Quota.

July 2011 - August 2013

Software Solutions Manager - 3dsystems.com

3D SYSTEMS 3D Printers - Richardson, Texas

Manager of online media plan, including SEM, SEO, display, affiliate networks,
social media and e-mail campaigns. 3D printing and design software lead
generation and dissemination. Data analysis and performance reporting.

July 2008 - July 2011

Marketing Manager - www.alibre.com

Alibre 3D Design Software, Richardson, Texas

Managed advertising activities through online and mobile channels for web
subscription services in Asia, Europe and USA. Design and setup
of user acquisition flows, campaign monitoring and performance analysis.

Feb 2006 - May 2008

National Sales / Marketing Coordinator

Chief Architect Software, Coeur d' Alene, Idaho

Award-winning Sales Manager skillfully executing all event logistics for America's
leading home design software. Managed multiple versions of retail brand sell
through to major retail centers. Achieved record software sales for 2007.

May 2001 - Dec 2005

Business Director

DRIVE DENALI ALASKA - Denali Natl Park, Alaska

Manager responsible for entire operation of an eco-tourism business specializing
in seasonal midnight sun 4-wheel drive adventure tours in Denali National Park.

Feb 1999 - Apr 2001

Regional Sales Manager

APLIX Velcro - Dallas, Texas

Custom engineered solutions specialist providing innovative
products for aerospace, automotive and medical industries

PROFESSIONAL SPECIALTIES



Sales Engineer prospecting and negotiating,
channel management, new product launch,
relationship-based technical sales,
competitive market analysis and strategy



Analytics and optimization web analytics,
A/B and multivariate tests, user experience,
acquisition and lead conversion funnel design,
Google AdWords Analytics Specialist



Online Marketing SEO, SEM, promotions,
web content developer, 3D graphics,
tradeshaw coordination, webinar creation,
spokesperson and live software demonstrator



Information Management
web design and development, mass email
management, e-commerce platforms, CMS,
cloud document and design management



Digital Design
3D printing and design, online training video
production, photorealistic rendering, new
product press kits and printed collateral



Positive thinking always, infused with an
adamantium backbone of common sense

TECHNICAL SKILLS

OS



Applications

- ☒ Adobe CS6
- ☒ Alibre Design
- ☒ KeyShot
- ☒ SolidWorks
- ☒ GrabCAD Print

3D Printing Platforms

- ☒ Stratasys FDM
- ☒ Objet PolyJet
- ☒ Projet SLA
- ☒ Laser Sintering
- ☒ Direct Digital Manufacturing

Development

- ☒ Html
- ☒ CSS
- ☒ Javascript
- ☒ ASP
- ☒ PHP

EDUCATION

Senior High School Degree

Plano East Senior High - Plano, Texas



Capstone Seminar Graduate

UNT Classic Learning Core - Leysin, Switzerland



Bachelor of Science - UNT

University of North Texas - Denton, Texas

