

Kevin M. Keyes

SENIOR EXECUTIVE, MARKETING, SALES and INTERNATIONAL BUSINESS DEVELOPMENT

During the past 27 years, I have established worldwide distribution networks involved in the marketing, sales and support to thousands of computer and IT customers in the top Fortune companies around the globe.

My experience covers all aspects of international operations from establishing foreign offices to the licensing negotiations with governments, end-users and dealer/distributor agreements that includes working with and overseeing all the marketing, sales and technical support operations.

1989 – Present **Phoenix Software International** Los Angeles, CA
Director of International Operations – Reporting to Board of Directors

Implemented global software distributor network of 14 offices supporting the marketing, sales and support to customers in 120 countries.

Launched new products from development to marketplace.

Negotiated all International License agreements, VARS, OEM's and resellers.

Negotiated joint IBM marketing and partnership agreement in 1992. The very first IBM agreement of its kind, its success created the opportunity for PSI to acquire over 95% of the market with one of its produce lines.

Participated in the M&A of five (5) companies.

Grew company from one million to 18 million dollars a year in annual revenue.

Created sales and support staff around the globe on successful marketing, sales and support of customers in one of the worlds most conservative industries.

1985 to 1989 **Paragon Technology International** Windsor, UK
VP International Sales – Board of Directors

Launched Peregrine Systems throughout Europe.

Opened nine (9) offices via distributors marketing, selling and supporting Peregrine products in the EEC.

Expanded new product from development to market.

