

## A. L. Lougheed

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**Guider.com**

We build Web sites  
that build profit.

## SUMMARY

### Successful Entrepreneur

Since 1995: Owner Computer Consulting and Internet Marketing Company. International Clientele.

Prior 1995: Twelve years executive marketing and brand management for Fortune 500 companies including Dow Brands, SmithKline-Beecham, Kraft, Macmillan Computer Publishing and Eastman Kodak.

1995 – Present

### GUIDER.COM

Web site services and solutions including conception, analysis, planning, development, design, execution. Marketing strategies for a diverse variety of companies and corporations.

Services: Search Engine Optimization (SEO), Usability Engineering & Customer-Centered, Database Administration, Email Marketing, Social Media Management

Skills/Tools: Ajax, XHTML, XML, CSS, Spry, HTML, CGI, JavaScript, PHP; Adobe Photoshop, Illustrator, InDesign, Acrobat, Dreamweaver, Fireworks, Spry, Flash, MySQL

Owner-Operator of [www.IndyLinks.com](http://www.IndyLinks.com), the largest online web site directory in Indiana.

3/98 – 5/99

### MACMILLAN COMPUTER PUBLISHING

#### Online Marketing Manager

Online branding & promotions for Adobe Press, Cisco Press, Que, Sams & New Riders brands. - Marketing for web site with 1.1 million monthly page impressions. - Increased registered online subscribers from 80,000 to 425,000 in 12 months. - Developed online book registration process for the 24 million Macmillan computer books sold annually.

5/89 -- 7/95

## DOWBRANDS

### Brand Manager and New Media Marketing Manager

**New Media Marketing Manager (All Brands)** - Strategic planning for DowBrands Web site encompassing all brands including Ziploc, Fantastik and SprayN'Wash, etc.

**Brand Manager (Yes Laundry Detergent)** - Most successful five years in brand's history:

1990 to 1994 - Increased Brand's sales revenue -12%. | 1994 - Launched first brand re-stage including new package, formula and positioning. Secured a \$2 million capital investment. | 1994 - Highest ever increase (25%) in household penetration | 1990, 1991, 1993 - Reached three highest profit years in Brand's history. | 1992 - Launched Yes with Color Safe Bleach (\$13 million line extension).

**Assistant Brand Manager (Vivid All Fabric Bleach)** - Achieved first profitable year in Brand's history | Led roll-out of Vivid Powder line extension. | Marketing chairperson for new integrated manufacturing production line resulting in 20% cost decrease.

10/88 -- 5/89

## KRAFT, INC.

### Brand Management and New Products Manager

Kraft 100% Natural Brand Cheese - Launched new reclosable packaging for 100% Natural Cheese line (including capital funding, manufacturing, inventory, field sales, timelines, research, P&L's, promotional programs and graphics).

1/87 -- 10/88

## SMITHKLINE BEECHAM PRODUCTS

### Brand Management and New Products Manager

Sominex, Vivarin and New Products | Effie Award winning commercial | Three months field sales training in California | Developed and tested a new sports beverage product.

SUMMERS 1983, 84, 85

## EASTMAN KODAK COMPANY

### Kodak Scholars Program

Market Intelligence Division (Corporate Planning) - Gained approval from Venture Panel to enter video disc market.

Marketing Education Department (Field Sales Training) - Created contact roster for Instant Film opportunities in the insurance industry.

Sales Planning Department (Marketing) - Complete strategic reorganization of Kodak Film Theme Park Sales Division.

## **ACCOMPLISHMENTS**

2005 – *Home Business Magazine* Success Story

2003 – *Indianapolis Monthly* votes IndyLinks.com one of top 3 online Indianapolis Resources

1998 - Featured as success story of the month at *Visa Small Business* Web Site

1998 - Featured in *National's Business Magazine* Article on Women Entrepreneurs

1998 – Article published in *Home Office Computing Magazine*

1997 - Featured in *TWA Ambassadair Magazine* Article on S.C.O.R.E.

1997 - Speaker at Washington, D.C. *National Press Club* S.C.O.R.E. Web Site Launch

1997 - Featured Success Story *in S.C.O.R.E. Annual Report* and on Web Site

1996 – Indianapolis Business Modernization & Technology, Inc. - Software Committee Advisor

1996 - Featured in *Indianapolis Star* article on Internet Business

1996 - Authored Web Article for *Indianapolis Business Journal*

1996 - Appeared on *Indiana Business Television Program* focused on Web Business

## EDUCATION

### **MBA Degree**

Marketing/Finance Double Major  
Brand Management Concentration

Indiana University  
December 1986 (GPA 3.8)

### **BS Degree (cum laude)**

Business Analysis Major  
Management & Statistics Concentration

Indiana University  
May 1985 (GPA 3.6)