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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 and Interactivity, Email Marketing

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, 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)