

PAUL R PETTENGILL

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SUMMARY

A seasoned executive with a strong background in business analytics and data visualization, Paul has created market leading analytical applications for the pharmaceutical industry. He is also an accomplished speaker and has experience determining business strategy with C-level executives. Paul's experience extends from founding startups to consulting Fortune 500 companies.

PROFESSIONAL STRENGTHS

Drive

- A seasoned competitor with entrepreneurial vision: resourceful, determined and persistent

Creativity

- Effective in developing, communicating and implementing new and innovative solutions
- Track record of creating innovative solutions and products

Leadership

- Expert at building executive consensus and fostering team trust, collaboration, and motivation

Business Focus

- Keen eye for business opportunities with strong analytical capabilities

Communication

- Outstanding oral and written communication, presentation and interpersonal skills
- Powerful, effective communicator across all levels of internal and external organizations

Bias for Action

- Analyze situations rapidly, make difficult decisions and meet demanding deadlines
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PROFESSIONAL EXPERIENCE

Foglift

www.foglift.com

2010 – Present
San Francisco, CA

Following his desire to make a direct impact in both analytics and entrepreneurship, Paul founded and led the self-funded startup Foglift. Foglift's focus was to bring objective data together with student and parent preferences to the college selection process.

Founder

2010 – Present

- Researched and developed go to market strategy and subscription revenue model
- Performed in-depth target market surveys and tailored strategy to survey results
- Conceptualized and designed analytical matching algorithm
- Designed interaction models and data visualizations for entire user experience
- Developed initial prototype on latest Rails 3 technology

I-many

www.imany.com

2007 – 2010
San Francisco, CA

Having seen his work, Paul's former Accenture client, I-many, reached out to him for more direct assistance on delivering cutting edge analytical innovations. Paul has experience in both I-many's Marketing and Product Operations departments and meets with the I-many CEO regularly to discuss corporate strategy.

Director of Product Management, Contract Analytics

2008 – 2010

- Conceptualized and designed cutting edge Enterprise Life Sciences Analytical applications
- Developed sales demonstrations leading to sales over 1MM in the first year on the market
- Delivered top rated portion of keynote presentation to 300+ Life Sciences Executives on the importance and role of analytics
- Designed Executive Dashboard with Key Performance Indicators
- Successfully negotiated agreements with embedded data visualization partners

Director of Strategy, Life Sciences

2007 – 2008

- Configured marketing metrics reporting through Google Analytics for advertising campaigns
- Authored internal whitepapers guiding corporate strategy for 1-3 year future plans
- Delivered presentations at several industry conferences
- Created marketing collateral for all Life Sciences applications
- Developed ROI and product differentiation marketing messages

Accenture, Health & Life Sciences Practice

www.accenture.com

2001 – 2007
Philadelphia, PA

Worked in Accenture's Health and Life Sciences Consulting Practice for seven years; clients included: Johnson and Johnson, Pfizer, Astra Zeneca, Wyeth, BMS, Novartis, Genentech and more. Led high profile projects with large teams implementing CRM, sales force effectiveness, and contract pricing applications reporting to VP level steering committees with project management metrics.

Manager

2005 – 2007

- Won over 1MM in consulting deals through personal reputation and professional demonstration
- Led teams of 50+ consultants to deliver high profile projects
- Managed 20k+ man day projects for Top 10 Pharmaceutical Companies

Consultant

2003 – 2005

- Helped develop program that tracked sales rep effectiveness in relation to marketing materials
- Led teams on design, development and testing teams during project implementations
- Captured business requirements and led functional designs of project implementation

Analyst

2001 – 2003

- Tracked and led reporting of claim processing for Top 10 Pharmaceutical Companies
- Led successful Proof of Concept for emerging software solution
- Developed auto-correction logic for corporate financial transactions

EDUCATION

Bachelor of Science - Mechanical Engineering
Magna Cum Laude

North Carolina State University, Raleigh, NC
December 2000

Creator, Founder www.alt-mba.com

Alt-MBA

EXPERTISE

Data Visualization Qliktech, Cognos, Business Objects, TM1, Google Visualization APIs

New Media Blogs, wikis, podcasts, micro-blogs, social networks, social media, social marketing
