
H. Dan Lemke

Sales & Marketing Process Consultant (Since 1998)

Dan received a B.S. Management & B.S. Finance at the Cum Laude level from the University of Utah. Dan was a teaching fellow while in undergraduate and graduate school for the College of Management at the University of Utah. During 28 years, he held positions as an Accountant, Branch Controller, Consultant, Project Manager, Sales Representative, Branch Sales Manager, Operations Manager, Region Sales/Marketing Manager, Director of Cross Industry Marketing, General Manager Product Management & Marketing. He worked at Cargill, Inc., Xerox (Computer Systems Division), AT& T (Unregulated Computer Group), Tandem Computers, Control Data Systems (Systems Integration Group), & Lawson Software.

Dan specializes in working with senior executives, consultants, marketing and sales personnel/executives who are concerned about:

- Sales and marketing productivity,
- Revenue generation,
- Improved revenue forecasting accuracy,
- Increased market penetration,
- Industry/target market analysis
- Go to market strategies,
- Implementing company or division wide selling processes, techniques and tactics.

Implementation and Consulting on “Consultative Sales/Marketing Programs”

- Tandem Computers from 1994 to 1997 – Director Cross Industry Marketing
- Control Data Systems in 1998 - General Manager Product Mkt. and Product Mgt.
- Infoscan - External Consultant
- Imation Corporation (Color Technology Group) – External Consultant
- Banta Corporation – External Consultant
- Intraware, Inc. (Software) (Pittsburgh, Mn.) – External Consultant
- Imation Corporation (SPS - Storage Professional Services) (Oakdale, Mn.) – External Consultant
- Kodak Polychrome Graphics (Digital Printing Group, National Accounts, Equipment Sales Group, and the Central Region CBM Group) (Norwalk, Ct.) – External Consultant
- Greenbrier & Russel (IT Professional Services) (Chicago, Il.) – External Consultant
- Computer Network Technology (Communication Hardware) (Plymouth, Mn.) – External Consultant
- Consul Risk Management (Software) (Washington, D.C.) – External Consultant
- TruSecure Corporation (Software) (Washington, D.C.) – External Consultant
- Human Resource Advisors (Professional Services) (Bloomington, Mn.) – External Consultant
- Telex Communications Corporation (Communications Hardware) (Burnsville, Mn.) – External Consultant
- Jordan Lawrence Group (Software) (St. Louis, Mo.) – External Consultant
- Banta Pre-Media Corporation (Chanhassen, Mn.) – External Consultant
- Shavlik Technologies (Software) (Roseville, Mn.) – External Consultant
- Gelco Information Networks (ASP model) (Minneapolis, Mn.) (Trade Management division and the Expense Management division) – External Consultant

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- Points North Corporation (Software, S/W development) (Duluth, Minnesota)
 - Resource Management Group (Mfg. Consulting) (Siloam Springs, Arkansas)
 - VisionShare Inc. (EDI software and services provider) (St. Paul, Minnesota)
 - The Burchfield Group (Pharmacy Benefits Consulting) (St. Paul, Minnesota)
 - Convey Compliance Systems (SaaS provider of Tax Reporting) (Plymouth, Minnesota)

Awards received in Industry:

- ICP award in 1983 and 1984 for Software Sales in excess of \$1.0 Million
- Branch Manager of the year 1983 for Xerox Computer Systems
- Rookie of the year in Sales Tandem Computers 1988
- Elected to the President's Council for Outstanding Sales Achievement – Tandem 1990
- Selected for the Excellence in Marketing achievement at Tandem 1995
- Achieved greater than 100% of assigned targets in sales and marketing as both an executive and sales individual contributor 15 years out of 18.
- Key Player Award for CustomerCentric Systems, LLC. Worldwide in 2003, and again in 2004.

Dan's business accomplishments include:

- Certified Instructor and Consultant with Solution Selling® 1999-2002
- Certified Affiliate, Instructor, & Consultant with CustomerCentric Selling® 2002- June 2009
- Developing and managing direct and channel sales organizations throughout the U.S. in the areas of:
 - EDI technologies (application software and hardware platforms)
 - Internet E-mail, X400, X.500
 - Internet servers for both hardware and software companies
 - Enterprise computing platforms from IBM, AT&T, Tandem, DEC
 - Enterprise level application software and professional services with:
 - Lawson Software (ERP Solutions)
 - McCormick and Dodge (ERP Solutions)
 - Xerox Computer Services division of Xerox Corporation (MRP & DRP)
 - Highly Fault Tolerant Hardware and Software capabilities used in:
 - Banks, ATM networks, Retail, Distribution, EDI VAN's, Email VAN's
 - Managing marketing organizations involved in:
 - Business development for Telecommunications organizations in the U.S.
 - Program development and management of E-Commerce programs in the U.S. Europe, Latin America, and Asia (China, India, Singapore, Hong Kong).
 - Development and implementation of "Subject Matter Expert" programs for high technology sales organizations
 - Development and management of Product Managers, Marketing Program Managers, and "Solution Architects" involved in E-commerce systems integration organizations.

Dan is active in consulting (implementation of sales/marketing and consulting processes), speaking in public seminars and private workshops regarding the use of sales and marketing methodologies that are proven for organizations involved with:

- Capital equipment – (computer hardware, copiers, digital printers, proofing devices)
- Computer software - ERP, Departmental, Communications, Telephony, EDI
- Professional services (information technology and general consulting)
- ASP (Application Service Provider) services,
- Internet Service Providers
- Internet security software, services
- Graphics arts.

In the past, Dan has spoken at many worldwide events regarding the use of electronic commerce technologies and sales/marketing methodologies in the U.S., Canada, Western Europe, Brazil, Chile, Singapore, Republic of China, India, Hong Kong, and Thailand. Dan has spoken about the sale and use of Internet servers, EDI solutions, and advanced E-mail solutions. He has been published in the EDI journal and the Hong Kong version of Business Week.

