

# Randal J. Hujar

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## C-Level Officer / Vice-President | Sales, Marketing and E-Commerce Leader | Successful Entrepreneur

***A recognized innovator in building direct, online, and retail networks that maximize sales while protecting pricing and gross margin, and bridging traditional and social mediums***

### Expertise

Business and Marketing Strategies / Rebranding / Innovative Marketing and Sales / Corporate Sales Channel Creation / Online Sales Reseller Network Development / Direct Sales Lead Generation Program Development / Software as a Service (SaaS) / Pricing Models / Telesales & Telemarketing Organization Development / Mergers & Acquisitions / Negotiations & Contracts / Market Research / Business Restructuring / Product Launch Strategies / Product Branding / Team Building & Leadership / Professional Seminar Development / Public Speaking / E-Commerce Program Development / Lead Generation Campaigns / Multimillion-dollar Fundraising

### Profile

***Professional Snapshot*** — *A catalyst for change and growth, a true competitor who thrives on dominating a market, and being on top. Unstoppable, I have shown the ability to make the worst products successful in the market. Now I want to bring exceptional products to the world. A recognized company and product evangelist who knows how to excite a crowd, serving as featured speaker along such luminaries as Bill Gates.*

- Served successfully as Sales Manager and Market Strategist for more than 25 client companies, selling directly to major retailers such as Walmart, Best Buy, Staples, Home Depot, Amazon, CVS, and QVC
- Created high-profit product lines while removing those proven unprofitable by recasting business and marketing strategies
- Launched numerous award-winning consumer packaged products
- Created many B2B and B2C corporate sales, telesales, and a lead generation organizations and channels that resulted in high-velocity sales and market share gains
- Negotiated and executed mergers, company acquisitions, and strategic alliances to add corporate value and rapidly accelerate revenues at IBM, Hewlett-Packard, Ashton-Tate, Lotus, Stromberg, Enteractive and Katerra Corporation
- Built and sold three start-ups, has taken a company thru public offering and successfully turned several organizations from severe losses to profitability

### Highlights

- Achieved a historic new consumer product launch selling 30,000 units in the first 90 days, surpassing prior top new start-up launches of GoPro, Fitbit, and Nest, *one of the most successful new consumer product launches from a new company and new brand* [FINSix]
  - Launched with top retailers at 1,500 US locations, with 2,500 more planning to carry product in-store within first six months, for a total of 4,000+

- Product featured in major retailers including Staples, Brookstone, InMotion, MicroCenter, B&H, Abt, and Fry's Electronics, unprecedented for coverage in product backing -- these retailers provided over \$1M in marketing support at no cost
  - Built an online sales reseller network including major retailers such as Amazon and BestBuy to maximize sales while maintaining MAP price protection for in-store CE channel
  - Redesigned company website and shopping cart to enhance pre- and post-sales offers and maximize close rates using Direct, SEO, PPC and optimized social media marketing
- **Led turnaround from pre-bankruptcy to 20% market share, up from 3% and huge losses, after long holding market lead with 95%, and grew revenues from below \$500K to \$6.5M in revenue in 14 months [Stromberg]**
- Grew organization from 4 to 55 employees
  - Modernized offering through acquisition of competing company with state-of-the-art products
  - Built B2B corporate sales, telesales and telemarketing organizations based on customer-centric sales model to achieve aggressive sales and market share goals rapidly
  - Created e-commerce, marketing and lead generation campaigns to reach and convert new buyers
  - Named to the Central Florida Technology Fast 50 list and ranked as 7th fastest growing company overall, 2nd fastest growing software company on Central Florida's Fast 50 list
  - Company purchased by a division of HR Block, currently owned by Kronos-Stromberg Corp.
- **Transformed the \$60M IBM Productivity Software Division product line from last place in the industry (16th) to 3rd in revenue share, and turned extreme losses to profit**
- Identified, negotiated and acquired company with more innovative technology and superior development engineering resources
  - Rebranded and modernized marketing, developed new advertising campaign, new product packaging with improved graphics and messaging
  - Established strategic relationships with industry influencers
  - Grew revenues 67% from \$60M to over \$100M
  - Dramatically reduced headcount and operational redundancies and lowered operating costs 80% from \$50M to \$10M which returned product line to high profitability
- **Co-founded an edutainment software company, leading from start-up to merger and successful public offering, and launched 14 award-winning consumer products over 3 years [LYRIQ/ENTERACTIVE]**
- Became first to market with software for standardized testing (Princeton Review); casual gaming (NY Times crosswords); and Interactive Golf with real golf stick (Picture Perfect Golf)
  - Built distribution/retail network with 10,000+ in-store retail locations worldwide
  - Created a lean organization that created products at 10-15% the cost of competitors
  - Company acquired by Enteractive for 4X sales and 20X original investment
  - Post-acquisition successfully took company through public offering
  - Spun off USWeb Inc., the first national website and enterprise software development company, and ran East Coast Division

- **Rejuvenated corporate brand and rebuilt service delivery operation, leading to tripling both revenue and profit** [Softletter/SaaS University]
  - Recognized as the industry's best source of hard data and up-to-date information for the SaaS business model, Cloud applications, Cloud infrastructure (IaaS) and Cloud Application Development Platforms (PaaS)
  - Co-developed and published 10 major SaaS industry research reports upgrading content and graphics depicting trends and analysis
  - Co-developed quarterly SaaS University seminars around the U.S., each with 100-300 attendees, featuring top SaaS industry speakers and trainers and serving as featured speaker
- **Co-founded entertainment software and hardware company and led from idea to acquisition after generating \$1.1M in pre-beta revenue** [Miacomet/Katerra]
  - Created comprehensive business plan, marketing plan, and 5-Year financial model
  - Raised \$4M in seed capital and \$12M in growth capital
  - Created the Real Feel brand for the Force-Feedback Sports Peripherals product line which was voted Best of Show at the 2000 Electronic Entertainment Expo (E3)
  - Increased shareholder value by creating a spinoff company, Katerra Corporation, incorporating all Internet-related intellectual property, and a world-class development organization to build the industry's first technology platform for creating massive multi-user 3D Internet applications
  - Katerra accounts included Disney, Electronics Arts, Microsoft, Lucas Arts and Ubisoft

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## Career History

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FINsix Corporation 2015 – Present  
*Start-up founded by a team of MIT EE graduates that developed patents for high-frequency electronics that reduce the size and increase the efficiency of power conversion devices. First product "Dart" is world's smallest laptop adapter. Channel Sources client – took a position to accelerate building retail sales network; launch the new product line.*

**Director of Sales**

Channel Sources 2010 – 2015  
*The largest independent Consumer Electronics Software & Hardware Sales and Distribution company with over \$1 billion in sales for customer products in past 15 years. The direct sales organization is selling to top 100+ brick & mortar and Internet retailers in US and Canada for clients ranging from Fortune 500's to start-ups.*

**Chief Operating Officer & General Sales Manager**

Softletter/SaaS University 2003 – 2010  
**Editor and VP**

Miacomet, Inc. & Katerra Corporation 1999 – 2003  
**CEO / VP Sales & Marketing / Co-Founder**

- Created Miacomet entertainment hardware & software, and Katerra, online multiplayer user development platform for MPG's, group collaboration, and e-commerce

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## Additional Experience

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**President and EVP of Sales and Marketing** — Stromberg, Inc.

**Co-Founder / President** — LYRIQ International Software

- ❑ **Considered one of the foremost authorities on productivity software and office automation, and document publishing**
  - Quoted and regularly featured in major industry trade publications, featured as speaker at many industry conferences along with such luminaries as Bill Gates
  - Featured speaker to tumultuous reception on the “Future of Office Automation” in Singapore to over 150,000 with a two-story screen, unusual for a business topic event
- ❑ Editor and Contributor to "The Product Marketing Handbook for Software" and "SaaS Entrepreneur: The Definitive Guide to Succeeding in Your Cloud Application Business" (both by Merrill Chapman) considered the definitive guide in the industry today and used broadly as a training tool for product managers — *still the best-selling books on these topics*
- ❑ Transformed the product of a global \$70M business from among the poorest-performing in the industry (8<sup>th</sup>) to 2<sup>nd</sup> place in revenue market share, representing 15-20% of total revenues, growing from \$20M to \$70M and from last to 3rd in unit revenue market share [Ashton-Tate/MultiMate]
- ❑ Received President's Award for top product line performance for exceeding revenue and profit plans for six consecutive quarters. [Ashton-Tate]
- ❑ Nearly tripled Hewlett-Packard Canadian region sales from \$11M to \$30M in 12 months
  - Top salesperson in local territories with \$30.1M single-year sales record

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## Education

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B.S., Finance and Marketing- Dean's List with Honors  
University of Santa Clara, California

Pre-graduate work in International Law and Business  
The University of Vienna, Austria

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## Publications

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- Softletter: SaaS and Euro-SaaS Report
- Softletter: SaaS Marketing Report
- Softletter: SaaS Telesales Compensation and Efficiency Report
- Softletter: SaaS Direct Sales Compensations and Efficiency Report
- Softletter: Software Industry Financial Handbook
- Softletter: SaaS Escrow Report
- Softletter: SaaS Lead Generation Management and Conversion to Sales Report.
- Lyriq Group: Understanding and Marketing to the Small/Home Office Market
- Book Contributor: *The Product Marketing Handbook for Software*, 5th Ed, primary author Merrill Chapman

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## Other Notable

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**Languages** — Fluent in Spanish, partial French and German.

**Technical Proficiencies** — Implementation and use of Salesforce, Pardot, Marketo, Hubspot, Domo, Wordpress websites, Magento store, ZenDesk support software, MS Office, Adobe Creative Suite, Visio, Google Docs, Photoshop, MailChimp, Google Analytics, Agile, ACT, and more.