

Randal J. Hujar – Extended Biography

Randal Hujar is an entrepreneur, growth hacker, sales, marketing & e-commerce trailblazer, and market visionary. A passionate leader that has brought over a hundred groundbreaking consumer electronics and software products to market. Mr. Hujar is an insightful and experienced guide for all companies from start-ups to Fortune 500 to navigate the constantly changing brick-and-mortar retail, online retail, and enterprise (B2B) sales channels to achieve high-velocity sales without sacrificing pricing, profitability, and brand. Randy has built several organizations from the ground up within large Fortune 500 companies and has taken a start-up from inception to public offering. Noted for achieving spectacular results in turning around underperforming companies, divisions, and product lines through innovative multi-channel integrated sales & marketing programs, acquisitions, and business development strategies. Industry expertise: Consumer Electronics and Software, Software-as-a-Service (SaaS), B2B Software and hardware solutions. Mr. Hujar offers deep experience and strengths in the areas of merger and acquisitions (M&A), joint ventures and alliances, strategic planning and business planning, profit and loss (P&L) management and reporting, strategic marketing, sales organization optimization, new business development and profitability improvement. Strong international experience and understanding of markets throughout North America, Latin America, Europe, and Asia.

Currently, Randy is head of sales for a start-up power electronics manufacturing firm, FINsix Corporation which has introduced the world's smallest laptop charger in one of the most successful products launches for a new consumer electronics product in category history. Mr. Hujar has built and sold three start-ups in consumer electronics and software, taken a company through a public offering, and successfully turned around several organizations from severe losses to profitability. In one instance Randy took a near bankrupt time and attendance company, Stromberg Inc, from \$500K in revenues to \$6.5M and 3% market share to 20% market share. In 14 months company re-built from 4 to 55 employees and ranked on Central Florida's Fast 50 list as the 7th fastest growing company and 2nd fastest growing software company and was acquired by H&R Block and then Kronos.

Before Mr. Hujar's entrepreneurial successes, he held various management positions in sales, marketing, and product management with Hewlett-Packard, IBM, Ashton-Tate, and Lotus Development. Always top ranked in sales and profitability performance. IBM asked Mr. Hujar to come to their IBM Desktop Software group to reinvigorate sagging sales, a rare occurrence to go outside company ranks. Randy used his strategic marketing expertise, M&A, and joint ventures to re-brand and revitalize these product lines increasing sales from \$60M to over \$100M. This sales growth catapulted their top software product from 16th to 3rd in revenue market share. He also lowered operating costs from \$50M to \$10M bringing product line from net losses to high profitability.

In addition to entrepreneurial and management successes, Mr. Hujar has established himself as an enterprise software and SaaS expert. Randy co-authored ten major industry reports with Softletter, including the SaaS and Euro-SaaS report, SaaS Marketing Report, SaaS Telesales and Sales Compensation and Efficiency (best practices) report, Software Industry Financial Handbook, and Lead Generation, Management and Conversion to Sales Report. Randy is also a major contributor and editor for the books The Product Marketing Handbook for Software, 5th Edition and SaaS Entrepreneur, authored by Merrill Chapman. Mr. Hujar has regularly spoken at SaaS University events on many topics surrounding enterprise software and SaaS industry trends, marketing, sales, compensation, channel development, and pricing.

Randy Hujar holds a Bachelor of Science in Marketing and Finance from the University of Santa Clara, and has completed post-graduate work at the University of Vienna in International Business and Law. He is fluent in Spanish and understands French and German. Technically proficient and a former programmer. A former member of Mensa.

Note: What is a "Growth Hacker?" A Growth Hacker combines market vision, technology, marketing, creativity, analytical thinking and an understanding of social metrics to sell products and significantly improve profits and market share. An entrepreneurial growth hacker does this on lean budgets selling to the consumer and corporate customer.