

MARK G. PROKOSCH

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Strategic B2B Solutions Executive

Results-oriented leader with a proven track record for successful strategy development, resulting in accelerated growth in revenues and profits. Expertise includes:

- Software-as-a-Service (SaaS)
- Content Management Solutions
- Brand Protection
- Business Development
- Social Media & SEM
- Supply Chain Security

Professional Experience

Verify Corporation - Senior Vice President

Minneapolis, MN

Verify provides global companies with brand insights from production to purchase and beyond. Our SaaS brand protection platform aids major brands in securing their supply chains through serialization, track & trace and mobile authentication, fighting counterfeiting and grey market diversion. Our customers increase their ROI by leveraging the Verify Platform to enhance consumer engagement and loyalty programs. Clients include Dell, Starbucks, Lexmark, DuPont, Tempur-Sealy, and OtterBox/LifeProof.

PROKOSCH & ASSOCIATES, LLC

President

Minneapolis, MN / Tampa, FL

Prokosch & Associates offers strategy development, business consulting and professional coaching. Our services help organizations identify opportunities, while streamlining business operations. Expertise includes: SaaS, software & web solutions, search engine marketing (SEM), search engine optimization (SEO), lead generation, channel development, sales training, operational and general business consulting and executive coaching, merger & acquisition, and due diligence.

SENDTEC, INC. Senior Vice President / General Manager

Tampa, FL

General Management of an interactive marketing firm specializing in search engine marketing (SEM) and search engine optimization (SEO) providing leading edge software and services with a clear focus on maximizing search engine results and ROI on advertising campaigns.

SAXOTECH, INC.

President

Washington DC / Tampa, FL

Mr. Prokosch was responsible for North American operations of SAXOTECH, a privately held Danish company, a recognized international leader in the development of new media & print news publishing solutions. Over 800 clients worldwide depend on SAXOTECH's integrated software applications and services to help them meet their multi-channel deadlines and lower their operational and production costs.

NETBASE CORPORATION

Vice President, Sales & Marketing

Washington, DC

NETBASE is a SaaS technology solutions company with a focus on leveraging web services technologies to manage workforce & human resources.

AUTOMATIC DATA PROCESSING (ADP)

Director, e-Commerce

Chicago, IL

Director, National Accounts

New York, NY

Director, Business Development

Chicago, IL

ADP Dealer Services, (\$2B) is the leading global provider of integrated technology solutions for the automotive, heavy duty truck, marine, and recreational vehicle dealers. Mr. Prokosch lead several initiatives including: training and managing a 300 person sales force; launching an industry leading Internet-based, real-time finance application with 24 top financial institutions; managing two joint ventures; launching an industry leading e-commerce solution.

EDUCATION

University of St. Thomas – MBA, Business Administration, Management

Minnesota State University, Mankato – BS, Business Administration, Management & Marketing

Private Pilot