

## RICHARD FELIX

felix@aestheticsscintist.com  
www.aestheticsscintist.com

Phone: 415-602-6400

A highly focused, creative, marketing, & business development professional; I have extensive experience championing creative excellence, generating new business, brand innovation, greater market penetration, & increased profitability.

I am seeking a position where I can use my experience in creative direction, production, marketing, business development, project management, customer success (web,/SAAS /enterprise software, solar, renewable energy, color technology, mobile communications, creative services, digital imaging, reprographics / printing ) to add value to a company's traction, penetration, & success with its target audience. I am a committed team player with a verifiable track record benefiting companies & organizations in attaining their market goals.

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### Creative Direction ♦ Business Development ♦ Marketing ♦ Project Management

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- **Expanded market share, developed new business, increased brand awareness, secured new clients;** created & implemented innovative marketing programs, sales, business development, product development,, & partner programs resulting in increased traction, revenues, & profits.
- **Successfully marketed & sold** SaaS, enterprise, and web based software solutions, solar, digital imaging, digital printing, POS, creative services, design, print, web, and corporate event programs.
- **Exceeded quotas, secured contracts, managed accounts, insured customer success** & worked extensively with mobile, high-tech, biotech, software (enterprise /SaaS), advertising, retail, food and beverage, fashion, wine, outdoor recreation, innovation, solar, & renewable energy companies.
- **Closed multiple \$100K and \$1,000,000+ sales** contracts with software, imaging technology, advertising, retail, outdoor , food & beverage, video gaming, and mobile technology clients.
- **Created, designed, & produced** - corporate websites, brochures, collateral, corporate events, social media campaigns, corporate video, photography, sales presentations, research reports, POS, 3-D displays, banners, murals, retail graphics, transit signage, vehicle wraps, tradeshow, outdoor media, digital fine-art, national retail roll-outs, and managed campaigns, creative, and production across multiple stakeholders & vendors.

## Client Spotlights

### **Polymer Technology Group** (Biotech)

Defined new brand strategy & identity, led focus groups with executive, sales, & marketing teams. Developed, conceptualized, designed, & launched new brand identity, corporate website, product image archive, sales presentations, & collateral resulting in increased sales, visibility, & eventual successful sale of the company.

### **DOCOMO INNOVATIONS, and DOCOMO USA Labs** (Mobile / Innovation)

Defined, architected, & implemented regional brand strategies. Designed, created, & produced comprehensive internal & external marketing programs including websites, brochures, collateral, original image creation, corporate events, videos, ad design, media purchasing, & research reports on future trends for product development. Conceptualized, designed, & launched new U.S. brand.

### **The North Face** (Retail)

Pitched, bid, & won successive multi- million dollar contracts three years in succession. Managed client, multiple agency, & vendor communications; Art directed final artwork; engineered specialized graphic products; oversaw diversified multiple locations, digital production, implemented image archive; supervised installations for national rollout of 200+ Channel Partner locations annually.

## Professional Experience

April 2003 to Present

**V.P., Sales, Marketing, Creative: Aesthetic Scientist:** Creative / Production Agency Sales, Marketing, Producer of websites, brochures, corporate identity, ad campaigns, collateral, POS displays, events, tradeshow, video, photography, sales presentations, super graphics, environmental graphics, mobile media, market research,

- Pitched, bid, & won multiple major \$100K+ campaigns with Fortune 1000 corporations.
- Successfully increased brand awareness & business development resulting in increased sales, customer success, & increased revenues for the company & its clients.

January 2006 to September 2011

**V.P., Sales, Business Development, Marketing: Earth Investor Group:**

Sustainable Building Technology, Renewable Energy, & Solar

Business Development, Product Development, & Channel Partnerships of Best-of-Breed technologies in Solar, Energy Efficiency, Waste-To-Energy, & "Green" Housing Solutions in U.S. and China.

- Created international pipeline of qualified "Green" development & renewable energy projects
- Led design teams, fabricators, engineers, vendors, architects, & vendors to develop "Green" LEED innovative housing system for residential & multi-family units for U.S. & international markets
- Managed engineering teams, contractors, vendors, architects, investors, & local stakeholders
- Developed sales and channel partner pipeline for sustainable pre-fab building solution sales

April 2002 to April 2003

**V.P., Sales, Marketing, Creative: Cyberlease:** Financial Software, SaaS,

Sales, Marketing, Business Development of enterprise and web based financial software

- Established software development critical path, feature milestones, designed UIX.
- Creative Director of web development, collateral, sales presentations.
- Developed strategic relationships, new clients- Fortune 1000 corporations
- Successful re-branding, re-design, & re-launch of web-based financing software.

February 2001 to January 2002

**Director, Sales, Business Development / Partnerships: RT Image:** Software, SaaS

Led successful web-based and enterprise software sales & business development program with corporations, agencies, imaging technology companies, interactive gaming, media companies, channel partners, food & beverage companies.

- Developed new segments & new business in Northern California market,
- Developed & Closed deals with \$1 Billion dollar global clients & other Fortune 1000 companies

January 1997 to December 2002

**V.P. Sales, Marketing, Creative: UNIDIGITAL,** Public Graphic Imaging Corporation

Drove explosive sales growth of the company from a regional creative digital studio into a publicly held vertically integrated graphic imaging corporation. Successfully led profitable sales programs with Fortune 500 corporations, advertising agencies, entertainment, automotive, retail, outdoor, recreation, wine, interactive gaming & media companies, food & beverage companies

- Continuously exceeded annual sales quotas with 25%-50% increase year over year
- Closed multiple \$100K and \$1,000,000+ sales contracts

### **Additional Career Notes:**

**Director of Sales & Marketing,** DS Energy Solutions (2011-2012), Solar Energy

**Director of Market Research** stealth projects for Kodak (2000), Photo Imaging Company

### **Education:**

- B.F.A Photography, Painting, San Francisco Art Institute, San Francisco
- M.A. in Multi-Media Arts / Art, Minor Anthropology, California State University, San Francisco