

## COLETTE A. WEIL, MBA

3 Marsh Drive • Mill Valley, CA 94941

415-388-5303 o • 388-2675 f • 388-4511 h • 606-2974 c

cweil@summitmktg.com

---

### EXECUTIVE PROFILE

**Outside Board Director**  
**Strategic Marketing**  
**Business Startups**  
**Brand Management**

**P & L**  
**Marketing/Sales Promotions**  
**New Product Intro**  
**Public Relations Strategy**

**Relationship Management**  
**Project Planning & Implementation**  
**Channel Strategy**  
**E-commerce**

High performing, intuitive marketing executive driven by passion and commitment, with the expertise to creatively and cost-effectively build market position and brand profitability. Team builder and leader. Achievements distinguished by high-energy professionalism and sharp sensitivity to marketing innovation in customer and distribution opportunities.

---

### PROFESSIONAL EXPERIENCE

#### **SUMMIT MARKETING, Mill Valley, CA**

Manage independent consulting firm. Clients range from startups to divisions of billion dollar corporations. Over 80% of clients return for additional assignments. Assignment duration varies from 3 days to 1 year.

##### ***Managing Director***

- Provide comprehensive marketing planning and management services for manufacturers, services, distributors, and retailers in consumer, health care, technology, home health care, interactive technology markets, and in non-profit sector.
- Clients include AdvaCare Home Services, NayaCo LLC, Sonoma Technology, Inc., Home Med-Equip Co., Elder Financial Protection Network, SpinLife/Product Pro, Humane Society of Silicon Valley, Broadlane, McKesson Corp, cando.com, Bindley Western, Cardinal Health, AmerisourceBergen, D & K Healthcare, E & J/Graham Field, Sunrise Medical, DHD, Boyd Architectural Lighting, TopLine Toys and Procter & Gamble.
- Direct all aspects or specific programs of an organization's marketing policies, objectives and initiatives.
- Structure new product evaluation, marketing and sales programs, promotional development, specialized project implementation, web site direction and market research. Conduct acquisition candidate evaluations.
- National speaker, trainer and facilitator.

##### ***Sample assignments***

**Advacare Home Services**, Three branch oxygen and medical equipment provider and retailer  
Define marketing plan for grand opening and brand development

**Broadlane, Inc.**, B2B Hospital ERP Procurement Solution

Build marketing effort. Act as in-house VP. Develop identity systems, initial sales collateral, presentations, management support and trade shows. Work with PR & ad agency, Ogilvy.

**Bindley Western Industries, Inc.**, National Drug Wholesaler - \$7.6 billion

Open new market to position pharmacies in asthma disease state management arena and to increase related product sales. Project Director. Conduct feasibility study, define and implement strategy, subs and project plans. Launch services.

#### **McKESSON CORPORATION, San Francisco, CA**

Leading \$93 billion provider of supply, information and care management products and services. Built marketing effort for internally developed new business, home health care. Reinvigorated Valu-Rite business services.

##### ***Vice President, Customer Services, Drug Division***

- Directed development and marketing of over 20 business programs for 3,200 Valu-Rite cooperative drugstores. Programs included photo finishing, candy and card departments, uniforms, rebates, newsletter, and computerized merchandise planning.
- Directed marketing of home health care programs.

## **COLETTE A. WEIL, MBA**

3 Marsh Drive • Mill Valley, CA 94941

415-388-5303 o • 388-2675 f • 388-4511 h • 606-2974 c

cweil@summitmktg.com

### ***Vice President, Marketing, Home Health Care Division***

- Developed from ground up, an innovative marketing-driven organization for this new division, resulting in sales growth of over 77%, generating over \$70 million in revenue.
- Repositioned firm to achieve preeminent industry position to over 45% market share of segment's distributor market.
- Negotiated with over 60 manufacturers, established private label lines and nationally branded lines, achieving average gross margins of 18-22%.
- Established new professional company image through integrated marketing strategy via consumer and trade advertising, public relations, sales programs, targeted promotions, customer advisory boards, trade shows, regional seminars, catalog programs and training modules.
- Directed marketing strategy for launch of business-to-business mail order service, achieving sales of \$4.3 million in second year.

### ***Director, Business Development, Proprietary Programs, CompuFill Division*** 1983 - 1984

- Reporting to President directed business development of selected proprietary applications for new business venture of electronic retail shopping using interactive terminals.
- Negotiated with major clients including Avon, McDonalds, Waldenbooks, and Williams Sonoma. Completed business plans for SKU (software distributor), Waldenbooks, and McKesson Wine & Spirits.

### **ATARI, WARNER COMMUNICATIONS, Sunnyvale, CA, & New York, NY** 1977 - 1983

Pre-eminent first coin operated and consumer video games and computer games manufacturer. Multi-billion dollar leader in entertainment and multimedia. Built and directed consumer and market research efforts and expanded software marketing, domestically and internationally.

### ***Director, Marketing, Home Applications and Children's Software***

- Directed marketing plans and product design for home software and children's video games, managing 25 people, controlling \$3.5 million budget, and achieving \$40 million in sales. Reported to Vice President, Software.
- Directed licensing relationships with Disney, Muppets, Peanuts, Children's Television Workshop (Sesame Street) and Dr. Salk for video and computer games.

### ***Director, Corporate Market and Consumer Research***

- Established five divisional information and research departments and first Silicon Valley technical library. Designed information programs in six European countries, creating the first integrated information program. Identified coin operated video games synergy with consumer games success. Initiated market strategy for re-entry into the Japanese market. Reported to Vice President, Strategic Planning.
- Introduced new product evaluation methods for holographic electronic games, preschool learning aids, home robot, McDonald's child order entry system, telephone system design, and Chuck E. Cheese Pizza Time Parlors.

---

## **BOARDS, PROFESSIONAL ASSOCIATIONS AND PUBLICATIONS**

- Advisory Council Member, **Conservatory of Flowers**, Golden Gate Park, San Francisco, CA.
- Former Director, Board of Directors, **FLA Orthopedics Corporation**, Ft. Lauderdale, FL. FLA was owned by the Riverside Company, the largest private equity firm investing in premier companies at the smaller end of the middle market. BSN medical acquired FLA in October, 2007.
- Former Director and Vice Chairman, Board of Directors, **Elder Financial Protection Network**, Novato, CA, an award winning non-profit corporation organized to prevent the financial exploitation of seniors and dependent adults.
- Member, Editorial Advisory Board, **HomeCare Magazine**, the leading business magazine in the home medical equipment industry.
- Former Board trustee for non-profit, **The Asthma Education and Resource Council**
- Former Board trustee for non-profit, **Marin Horizon School**, co-chair of Marketing Board Committee
- Nationally recognized speaker and trainer in the health care industry on marketing, management and program development. Seminars include: *Building Your Brand, Bend and Snap Marketing Strategies and Tactics, Press For Success, Driving Cash Sales.*

## **COLETTE A. WEIL, MBA**

3 Marsh Drive • Mill Valley, CA 94941

415-388-5303 o • 388-2675 f • 388-4511 h • 606-2974 c

cweil@summitmktg.com

- Featured writer in national home care and respiratory trade publications. Articles include: *"Playing with the Big Boys"* *"Pictures That Are Worth 1000 Words: Catalogs"* *"A Winning Game Plan (Marketing Plans That Work)"* *"Cable Advertising"*
- Member, National Association of Corporate Directors
- Member, AAHomecare
- Member, Women Business Leaders of the U.S. Health Care Industry Foundation
- Assistant Regional Adviser, San Francisco North & East Bay Region: Society of Children's Book Writers and Illustrators
- Former Pace Group Leader and current marathoner, San Francisco Road Runners Club

---

### **EDUCATION**

BS in Marketing, San Jose State University

MBA, Marketing, San Jose State University

### **COURSEWORK**

Strategic Marketing, Stanford University

Strategic Marketing for Executives, Harvard University

Stanford Financial Seminar for Executives

Director Professionalism Certificate

Corporate Directors Institute of the

National Association of Corporate Directors (NACD)

---