

LES LAMOTTE
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SUMMARY AND SKILLS

Imagineer

Forward-thinking designer, innovator, and entrepreneur
Continually forging new profitable paths & profit centers

B2B Sales	Graphic Design	Marketing	Business Development	Communications
Advertising	Branding	Liaison	Foreign and Domestic	

- ✓ Big picture strategic thinker with a designers eye on details able to connect-the-dots and create a winning platform for success. Strategy player with winning motivation and resolve like Trump.
- ✓ Excels in propelling growth through the use of foundational relationships and business development strategies.
- ✓ Skilled negotiator and business developer capable of influencing sales and procuring contracts with clients of various businesses and influence, i.e. best Buy.
- ✓ Envisioned and created categories of unique products solving the barrier of weight and ease of use for Exhibits and Trade Show Displays worldwide
- ✓ Met and exceeded major client requirements
- ✓ Successfully negotiated multiple Contracts over \$100,000
- ✓ Performed Competitive Analysis both domestically and internationally
- ✓ Competitively Achieved Product and Marketing Positioning
- ✓ Product Lifecycle Management
- ✓ Defended his five patents in Federal Court and won over \$30,000
- ✓ Achieved success by investing in Gorilla Marketing

PROFESSIONAL EXPERIENCE

XTRA LITE DISPLAY SYSTEMS, INC - International Micro Business • Burnsville, MN

CEO / Product Designer / Marketer

May 1997 to April 2011 (closed 3/14/2011)

- ✓ Founder and Designer of the Xtra Lite Display family of products
- ✓ From start-up in his basement he took the company from a \$14 investment to 5,640 sq. ft. office / condo and \$14 million in revenue in 14 years
- ✓ Overseer of strategic and business mission planning
- ✓ Goal development, as well as R&D
- ✓ Responsible for the business development, sales/marketing
- ✓ Served as Board Member and facilitated the development of the Company's Charter
- ✓ Identified revenue streams and developed "go to market" strategies
- ✓ Benchmarked, orchestrated, and led channel development, marketing collateral, training, and product development
- ✓ Successfully hired a superb supervised staff of 7
- ✓ Innovatively marketed products and services to over 250 private enterprises, military, government, organizations, and corporations
- ✓ Developed 650 national and 250 global distributors.
- ✓ Key participant in the Design and R&D of the company's twenty-five display products, light weight, compact portable display technologies
- ✓ Championed research into the trade show and other identified markets to deliver "first to market" technology with a successful launch in 1997, international first
- ✓ Xtra Lite Display products were seamlessly adopted by some of the most recognized global corporations such as • Disney • Universal Studio's Orlando • Epson, Japan • Best Buy • Control Data - 50th Anniversary Gala • 3M • LifeTime Fitness • Compassion International • World Vision International • CASE • and thousands of corporations and Fortune 100 corporations in over 36 countries around the globe.

EDUCATION AND OTHER

Moorhead State University - Moorhead, MN USA

BA in Art - Emphasis in Graphic Design

Many additional programs for various aspects. Online web development, Core Passion Training, Film writing and producing, Vocalization, Songwriting, Entertainment Performance, Entrepreneur Development, Teaching Art, Set Design & Building, and Angel Business Strategy.