

## **Dotson Ventures Work Case Samples from 2005 forward**

- Helped a multinational manufacturing firm hire a new IT Director
- Evaluated accounting and Supply Chain Management system vendor for a regional heavy equipment distributor
- Consulted with international environmental NGO in Switzerland on its knowledge management system and Congress processes
- Established relationships with three Indian outsourcing firms
- Restructured training process for online web services firm to increase revenue and value proposition to its customers
- Hiring -- two senior sales people, one IT Director, consultant relationships and introductions established for many firms
- Sales Process -- built the sales process for two firms -- included the pick-up from Marketing and hand-off to Client Support
- Proposal and Change Order documents for a firm increasing profit margins through creative proposals
- Increased scalability of customer support team and implemented metrics to track daily and yearly progress
- Analyzed assets (technical and business value) of a start-up for a Board of Directors and group of investors and a transition plan for staffing changes;
- Built business analysis for start-up company to protect investors' interests and capital;
- Technical contract construction and negotiation (example, web server colocation and web site hosting contract)
- Implemented continual "touch point" marketing (articles) to talk about best practices and business trends to emphasize my client's service benefits in the mind of decision makers. The articles came from the decision makers' "higher ups" for added impact and increase the likelihood they will be read.
- Assisted public company in choice of HR and Payroll management system



- Assisted public company with strategic IT direction, management, and hiring recommendations
- Planned, sold, and set-up multiple small business IT networks
- Sold IT company's first managed monitoring client (over 200 desktops and 12 servers)
- Seminar on Outlook 2007 – 40+ attendees public seminar at Commerce Lexington
- Public company contract discussion and analysis for implementation of ADP for Human Resources, advanced payroll, and intranet
- Public company - IT Director position created with Human Resources Director incl. position description and recommendations on compensation

---

For more information on how Bill Dotson can help your organization, please call +1-859-361-4464 or [bill@dotson.com](mailto:bill@dotson.com). Bill's web site is <http://billdotson.com>