

# Toby Eastwold

Seeking a New Opportunity

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## Summary

My 34 years of business management experience offer a unique and valuable perspective on developing organizations. My expertise in Marketing, Financial Analysis, Competitive Analysis, Operations, Sales and Internet Technologies are integral to the success of 21st century businesses. Starting in 1978, I managed all aspects of four retail businesses and held leadership positions with Apple Computer, Assante, 3Com, Verizon, Nortel Networks, White & Whiting, Inc. and most recently Titan Clear Investments, Inc. My success has always centered around the delivery of business and financial value through ROI Analysis and Strategic Business Planning with Fortune 500 Corporations, National Resellers, State & Local Governments and Educational Institutions. My business and finance background and technical experience enable me to create new value from both a business and technology point of view. I am able to quantify, design, implement, train and sell leading edge marketing, technical and financial solutions. Over the past five years, I reentered the entrepreneurial world by taking advantage of an opportunity to make an investment in White & Whiting, Inc. White & Whiting is a development company that owns Great Spaces Self-Storage, a premier full service self storage business located on the west side of The Woodlands. My analysis and implementation of a strategic marketing plan have been instrumental in netting over 55% increases in revenue for Great Spaces. I redirected the marketing budget of Great Spaces to improve the overall image of the company and reach thousands more potential customers through internet marketing. This was accomplished in the midst of the economic decline, while most of the competition struggled. Specialties: Financial Analysis, Marketing, Internet Marketing, Operations, Sales, Business Development, Technical Sales and Sales Management.

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## Experience

### **Vice President Operations at Titan Clear Investments, Inc.**

September 2010 - May 2013 (2 years 9 months)

As Vice President of Titan Clear Investments, I was focused on the identification of low risk, high return investment opportunities. Once identified, my team developed an integrated marketing, financial and operational plan that insured the best opportunity for success and highest potential returns for all of Titan's Investment Partners.

### **Owner at Great Spaces Storage**

October 2008 - May 2013 (4 years 8 months)

Great Spaces Self Storage has been providing the best value in self storage solutions in the Woodlands, Magnolia, Spring and Tomball area since 2002. Great Spaces Storage was originally developed as a Boat and RV storage facility and has grown over the last 6 years into a full service personal, business and mini storage facility with climate controlled spaces. Great Spaces Self Storage offers one of the largest state of the art

storage facilities in the Woodlands and Magnolia area. The business was sold in December of 2012 yielding a 66% return on my personal investment.

### **Director of Business Development at 3Com Corporation**

March 2007 - April 2008 (1 year 2 months)

As the Director of Business Development I was recruited to lead a four man team that would brand and manage the nation wide implementation of the Power of \$Zero program through 3Com VARs. We grew program participation to 18 VARs in the first year. My team was ultimately responsible for the sales of the program through these VARs and the development of the pre and post sales processes necessary to manage the programs explosive growth. The program generated over \$28 million in hardware sales for 3Com in the first year.

### **Strategic Business Development Manager at Nortel Networks**

May 2002 - September 2003 (1 year 5 months)

I was recruited as a member of a six person strike team reporting to the President of Sales for North America. I had nation wide responsibility for propagating a vertical selling methodology that was developed by my team. The process involved selling unique business value to top level executives in Education, State Government and Local Government. Key was the development of the partnerships necessary to implement \$10MM—\$50MM projects involving streamlining and convergence. I indirectly managed the efforts of 21 account managers in our targeted opportunities. Over \$20MM in business was closed and a pipeline of over \$200MM in revenue was established upon completion of the project.

### **Regional Voice Solutions Specialist at 3Com Corporation**

March 2000 - July 2001 (1 year 5 months)

I was responsible for the development and implementation of 3Com's marketing strategy for their VoIP/Lan based PBX product line, in Texas, Louisiana, Oklahoma, Arkansas and New Mexico. Primary concentration was on end-user sales, training, pre and post sales support, channel plan, promotion and the coordination of five 3Com territory managers. The results were 100% growth half to half and I finished the year at 142% of plan.

### **Territory Manager at 3Com Corporation**

August 1996 - March 2000 (3 years 8 months)

I was responsible for the sale of core internetworking hardware (Routers, Switches, Remote Access, Firewalls, Management Software) to Fortune 1000 Companies, Government and Education in Texas and Louisiana. I averaged 121% of plan over my 5 year tenure.

### **Chain Account Manager at Apple Computer, Inc.**

August 1983 - August 1993 (10 years 1 month)

Managed the accounts of major reseller partners that were \$50M in purchases or larger. I was awarded the honor of Account Manager of the Year for North America in 1990.

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## Skills & Expertise

**Sales Operations**

**Marketing Strategy**

**Marketing**

**Selling**

**VoIP**

**Financial Analysis**

**Telecommunications**

**Network Architecture**

**Unified Communications**

**Networking**

**Strategy**

**Financial Modeling**

**Competitive Analysis**

**Program Management**

**Management**

**Executive Management**

**Entrepreneurship**

**Business Networking**

**Web Marketing**

**Sales Management**

**Channel Relationship Management**

**Channel Strategy**

**Sales Management Coaching**

**Financial Accounting**

**Data Network Design**

**Project Management**

**Google Adwords**

**Website Development**

**Computer Hardware**

**Microsoft Office**

**Training**

**Enterprise Network Security**

**Sales**

**SaaS**

**Storage**

**Go-to-market Strategy**

**Start-ups**

**Analysis**

**Strategic Partnerships**

**Solution Selling**

**Business Alliances**

**Professional Services**

**Strategic Planning**

**Multi-channel Marketing**  
**Enterprise Software**  
**Cloud Computing**  
**Channel Partners**  
**Data Networking**  
**Business Development**

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## Education

### **University of Missouri-Columbia**

Area of Concentration, Industrial Engineering, Minor Marketing, 1977 - 1981

Activities and Societies: Student Council on Academic Computing

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