

# Mark A. Hudson

## Channel Development & Management Executive

Dynamic, highly skilled, channel development and management Executive, experienced in developing and executing multi-platform strategic partnerships.

### Professional Experience

#### February 2016 – Present

##### Sr. Director Partnership Development at Pitney Bowes

Lead a team that includes business development, direct sales and account management for regional and national accounts to drive top line revenue focused on global e-commerce and shipping. Within the portfolio, responsible for developing pipeline, providing visibility to the team's activities, on boarding, revenue growth, satisfaction, and communications. In addition, identify new business opportunities and build business cases for future product enhancements.

#### May 2010 - February 2016

##### Director Corporate Accounts and Partnerships at Learning Care Group

Reporting to the CMO, the Director Corporate Accounts and Partnerships is responsible for the B2B revenue and sales growth. Specifically, revenue generated from childcare enrollments and back up care fees through channel partners and direct sales. This position enabled Learning Care Group to continue to build upon the new customer acquisition growth strategy and expand into alternate channels for new customer acquisition.

#### May 2005 – July 2010

##### Director Partnerships & Alliances at Pitney Bowes

As Director Partnerships & Alliances within the Customer Marketing Group, the primary responsibility was driving revenue by creating, managing and implementing business development initiatives as a self-starter with a minimum of direction. The position's key role was to seek out and establish strategic relationships and partnerships with leading companies to increase sales and marketing reach in order to enhance the core offerings.

#### August 2002 - May 2005

##### Manager Partnership Marketing & Development at Pitney Bowes

The Manager Partnership Development for Pitney Bowes Small Business Solutions is accountable for the development of prospective and existing partnerships that deliver new customer acquisition-marketing opportunities resulting in new customers.

### Education

Sacred Heart University, Fairfield, CT  
Bachelor of Arts, Business Management, 1989 - 1993

### Personal Info

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### Expert Level Skills

- ✓ Leadership
- ✓ Strategy
- ✓ Communication
- ✓ Business Development
- ✓ Sales & Marketing
- ✓ Analytics

### Specialties

Partnerships & Alliances  
Account & Channel Management  
New Business Development

### Interests

Clocks and Watches  
Emerging Technology  
Family & Friends

