

Mark S. Cook

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Leader of Innovation Practice: Improving Client Operations and Sales & Marketing

Former CEO • *New York Times* Best-Selling Innovator • Marketing & Sales Expert • Operations Improver

Experience

Director, O.C. Tanner Institute (3/10-Present)

Practice leader of innovation: client operating teams, including Fortune 500

- Created, sold, and delivered the *Great Work Experience*, an innovation lab
- Led 4,000 improvements for: Dow Chemical, Bank of America, GE, Oracle, U.S. Bank, Biomet, Home Depot, Autoliv, Intermountain Healthcare, & others
- Presented hundreds of pre-sales meetings to accelerate closing of other business
- Coauthored *New York Times* best-seller, *Great Work*, an innovation book for improving operations & revenue results based on study of 10,000 award-winners
- Created and delivered a cutting-edge strategy process after leading a global study of 2,500 leaders, their corporate initiatives, and exceptional results



Director of Sales & Marketing, O.C. Tanner (3/04-3/10)

Sales & marketing executive with success, expertise, and education in both

- Led sales teams of 17 associates to “top growth” status at \$19 million
- Closed consultative, team sales in North East and Mid-West areas
- Interviewed 200 top sales leaders to write Amazon bestseller, *Sales Blazers*
- Created *Leading Client Growth*, a sales process, audiobook, and major study
- Pioneered purpose-based branding process to create client marketing soul
- Executed digital campaigns, closed prospects, and created client promoters
- Marketed through high-impact: web, email, social, video, blog, trade show, sales collateral, articles, ads, workshops, and other media



Vice President of Sales & Marketing, C7 (11/99-3/04)

Cofounder SAAS and hosting startup for Novell founder, Ray Noorda

- Built system-management SAAS/datacenter with \$40 million investment
- Created ProfitCenter, PilotCenter, and Vintela brands and related services
- Marketed C7 brands through digital marketing, PR, advertising, tradeshow, and by leading sales team to a run rate of \$10 million in first three years
- Marketed three successful exits for investors valued at \$126 million



CEO and President, Cumulus Systems (2/99-11/99)

Recruited by investors to turnaround software and outsource firm

- Revived \$10 million outsource firm: closed \$2 million revenue in six months, accelerated collections, and re-engaged operational teams in new vision
- Served: Microsoft, Motorola, Symantec, Iomega, Icon Sports and others
- Located and facilitated several-million-dollar exit for owners



Director of Marketing, FranklinCovey (9/89-3/99)

Mentored by Stephen Covey at \$500 million product and training firm

- Led ecommerce channels from \$50,000 monthly to \$16 million annually
- Created *Priorities* magazine with 110,000 readers & \$2 million revenue
- Interviewed: Herb Kelleher, Liddy Dole, Jehan Sadat, Arnold Palmer & others
- Expanded 117 stores and 2,500 distributors to record-setting \$110 million
- Led \$125-million catalog marketing (15 million annual pieces in 13 countries)



Practice and Pre-Sales Expertise

Practice Success

- Led 4,000 members of teams to a wide variety of operational improvements
- Led thousands of salespeople to master a more productive sales process
- Led participating team members to improvements with ROIs of up to 360:1

Executive Experience

- Led 200 Cumulus employees as CEO through strategy to vision then exit
- Built C7 start-up teams, including 160 top engineering, sales, marketing, and operations people to lucrative exits
- Led 30 sales and marketing professionals at FranklinCovey and O.C. Tanner

Leadership & Strategy Mentors

- Mentored by Stephen Covey on effective leadership habits and business strategy
- Taught by billionaire & Novell founder, Ray Noorda to lead in tech-ecosystems
- Mastered Obert Tanner's philosophies at his firm, a Fortune Best Places to Work

Rigorous Research

- Global strategy study, 2,500 leaders
- *Great Work*, the largest-ever study of award-winning innovation
- Sales Blazers (McGraw-Hill), 200 top-growth leaders of Oracle, Microsoft, etc.
- Leading Client Growth, strategies of 300 top-growth salespeople

Education

- M.B.A. with emphasis in leadership and marketing, University of Utah (1995)
- Sigma Chi Fraternity, Beta Epsilon
- B.S. Marketing with emphasis in research, University of Utah (1992)
- Creativity Certificate, Stanford (2012)
- Digital Marketing Certification (2015)
- Past adjunct professor, Entrepreneurship, University of Utah and BYU (2014-18)

Community and Personal

- Team processing, US Olympic Team
- Fundraiser, Youth Making a Difference
- Scoutmaster/Eagle, BSA
- Youth football coach, Ute Conference
- Gubernatorial campaigns, Utah
- Volunteer, Special Olympics
- Fundraiser, Big Brothers of America
- Swedish-speaking volunteer, Sweden
- Ironman & national-champion rugby team

Accolades

"Mark is a proven business builder...brilliant salesman, and rare leader."

–Stephen R. Covey

"The leadership Cook outlines can and will make a significant difference to any firm that values dramatic revenue gains."

–Steve Wheelwright, Harvard Business Prof.

"Mark's concepts are real world, advanced strategies that anyone leading in the trenches needs to know."

–Glenn Seninger, Vice President, Oracle

"Mark is a natural leader. He drew people into a vision, turned revenue around, and led an exit valued at several million dollars."

–Drew Judkins, co-owner, Cumulus

"Mark balances a critical eye with positive energy.

He builds top teams and no one sizes up essentials and people better."

–Kelly Phillipps, Founding CEO, C7

"I discovered how to save \$145,000 in labor on the second day with Mark."

–Dena Peters, Safeway, Inc.

"My two data engineers saved \$100,000 the first day with Mark. That's real ROI!"

–Don Franklin, SVP, Intermountain Health

"It was Mark's heavy lifting on primary and secondary research that uncovered and defined the five difference-making skills...the ideas that became Great Work."

–David Sturt, Author, Great Work