

Professional Profile

Timothy D. Loudermilk – JD, BS

Managing Director – West Palm Beach

TLoudermilk@PMIAdvisors.com

800-816-9630 x738



Tim Loudermilk's career has focused on M&A, product development, marketing, strategic planning, sales, technology and legal. He has been a successful product visionary in publishing and education technology, developing and executing market strategies that resulted in successful customer relationships with 1600 of the global 2000 largest companies, 400 universities, 10,000 high schools, several governments, the CIA, the FBI, FEMA, and all branches of the U.S. military. He has created innovative learning publishing solutions to substantially lower the cost and reduce the development time for creation of online and mobile learning used by corporations and other organizations.

At Procter and Gamble, where he was a marketing and technology executive, he led strategic brand management, marketing, and technology initiatives, where he developed global advertising and marketing programs for many P&G brands. He transitioned from a technology role to a marketing role and achieved senior executive leadership position in record time.

He founded Elearis, an education technology venture focused on innovative online and mobile learning solutions for corporate trainers, teachers, professors, and subject matter experts. Elearis is a cloud-based solution that enables these educators to create, curate, manage, and publish online and smartphone/tablet-based learning.

Top performer in publishing, technology, education, and consumer goods. Proven strategist in creation and retention of recurring revenue. Effective and respectful team leader across multidisciplinary organizations. Highly successful product visionary in publishing and education technology.

Product development, Marketing, Strategic Planning, Leadership Development, P&L Management, Sales, Technology, Customer Relationships, Strategic Partnerships, Merger & Acquisitions, Legal

SELECTED ACHIEVEMENT HIGHLIGHTS

Developed and executed market strategies that resulted in successful customer relationships with 1600 of the global 2000 largest companies, 400 universities, 10,000 high schools, several governments, the Central Intelligence Agency, the Federal Bureau of Investigation, FEMA, and all branches of the U.S. military.

Established Hobsons as the leader in student recruitment and enrollment management solutions for universities. Created top revenue producing solutions that led the company from startup to significant profitability.

Successfully led the transition of the Daily Mail & General Trust's revenue from print newspaper publishing to digital solutions in education.

Created Lectora as the worldwide leader in corporate eLearning authoring solutions.



Created very successful partnerships with SABA (the leader in corporate learning management systems) and with Blackboard (the leader in academic learning management systems).

Created innovative learning publishing solutions Elearis to substantially lower the cost and reduce the development time for creation of online and mobile learning.

STRENGTHS

Substantial knowledge of university, k-12, and corporate markets

Creator of several successful, innovative, and market-leading products in education, mobile, social, and web markets

Expert in development of academic technologies, corporate learning solutions, mobile technologies, and software-as-a-service solutions

Exceptional user & product design leadership

Effective presenter and public speaker

Procter & Gamble experienced marketer

Proven team builder and leader

Proven international business leader

EXPERIENCE

Elearis, President & Chief Product Officer, Founder

Education technology venture focused on innovative online and mobile learning solutions for teachers, professors, and subject matter experts. Elearis is the cloud-based solution that enables educators and subject matter experts to create, curate, manage, and publish online and smartphone/tablet App-based learning. Established relationships with large-scale publishers and learning management companies in the U.S. to launch the solution. Served as the product design leader in development of the platform. Established a world-class team in Edtech product development.

Alvatech, Inc., President Education and Entertainment ventures

Led the development of projects in online and mobile learning for Dartmouth University (Tuck School of Business), Belmont University (Healthcare MBA), and Vanderbilt University (Graduate Nursing).

Created the leading automotive social network: Hubgarage.com. Established 50,000 users in one year.

Partnered with legendary producer and Rock & Roll Hall of Fame member Don Kirshner in artist representation, media, and music.



Trivantis Inc., CEO & Founder

Market leader in corporate eLearning authoring solutions

Led the Company from startup to market leadership in corporate learning. Created Lectora Publisher and Lectora Online. Established a marketing and sales organization that successfully achieved sales to the global 1600 largest corporations. Led brand strategy, established and maintained key customer relationships, drove recurring revenue, managed P&L, and personally represented the company at leading learning events and conferences. Successfully achieved reseller relationships with leading LMS provider SABA and with international market resellers in the U.K., Germany, France, Spain, Portugal, Singapore, and China.

Hobsons (Daily Mail and General Trust), Chief Executive

Designed, created, and managed the Collegeview solutions that resulted in the achievement of over 400 university and 10,000 secondary school clients. Turned around the Company from an annual loss of \$11 Million to a positive \$8.5 Million in 24 months. Recruited the key leadership that currently successfully runs the \$160 Million annual revenue Company. Established and executed the widely successful U.S. acquisition strategy for the Daily Mail.

The Procter and Gamble Company, Marketing & Technology Executive

Led strategic brand management, marketing, and technology initiatives for Procter and Gamble. Began P&G's strategic efforts in customer behavior and database marketing. Managed the development of one of the world's first email and conferencing systems. Led the creation and launch of the first automated checkout lanes in grocery stores. Developed and launched the first chip-based Smartcard consumer credit card in the U.S. Developed global advertising and marketing programs for many P&G brands. Transitioned from technology role to marketing role and achieved senior executive leadership position in record time. Tim credits P&G for evolving him from a technologist to a marketer.

EDUCATION AND PROFESSIONAL APPOINTMENTS

The Ohio State University, Bachelor of Science, Computer Science

Northern Kentucky University, Juris Doctor

Admitted, Supreme Court of the State of Ohio

Admitted, United States District Court

Admitted, The Supreme Court of the United States of America

Member, The Institute of Directors, London, England

AWARDS

Entrepreneur Magazine "America's Fastest Growing New Businesses"

Cincinnati Business Courier's "Fast 50"

Deloitte "100" Rising Stars

Bersin Learning Leaders

eLearning Guild Gold Award



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800-816-9630

PRESS COVERAGE

FUTURE SMART by leading futurist and best-selling author Dr. James Canton “Tim is an education visionary. He is a Game Changer of the Future.”

Good Morning America “Very Clever”

CNN “Innovative and providing significant advantages for today’s students”