

Hugh R Heinsohn

hugh@hughcan.com

+1 503 360 4844

Hugh Heinsohn is an experienced manager with excellent sales, marketing, and business development skills. He helps companies grow profitably, develop new opportunities, sharpen their messaging, create and manage lead generation programs, expand client relationships, and find new customers.

EXPERIENCE

Hughcan.com LLC (www.Hughcan.com)

Management Consultant

2007 – present

Clients include:

- **Datawatch Panopticon** (www.Panopticon.com). Hugh served as VP Marketing under a long term consulting engagement from 2007 through 2013. See details on Page 2.
- **Neverfail** (www.Neverfail.com). Secure cloud services, including business continuity, disaster recovery, infrastructure-as-a-service, and workspace-as-a-service to enterprise customers and resellers. Customers include Major League Baseball, Sungard, CBS, Honeywell, and ConocoPhillips. Hugh identified and signed new partners, developed marketing and lead gen plans, produced collateral, wrote industry-focused content, and helped manage the company's analyst and public relations processes. Hugh was a consultant to Vertiscale, the developer of a Workspace-as-a-Service solution that was acquired by Neverfail in July 2016.
- **ThinkTank** (www.ThinkTank.net). ThinkTank develops collaborative process software tools designed specifically with the needs of large organizations in mind. Clients include global corporations, government agencies, and NGOs, including the AIG, US Navy, IBM, Boeing, Proctor & Gamble, the Centers for Disease Control, and many others. ThinkTank works with its partners, including Deloitte, PwC, and EY, to help them provide new classes of strategic decision-making services to their clients. Hugh served as part of ThinkTank's marketing team, focusing on analyst relations, lead generation, content development, and public relations.
- **One Market Data** (www.OneTick.com). High performance database, analytics, and complex event processing solutions for financial institutions. Hugh developed new messaging and collateral, produced a series of webinars and videos, and consulted on marketing strategy.
- **THX Ltd** (www.THX.com). World famous brand owner that licenses its trademarks and technology to major consumer electronics companies, automotive manufacturers and cinema facilities. Hugh worked on new brand development, messaging, pricing, trade show planning, and budgeting.
- **Investor Growth Capital** (www.InvestorAB.com). Venture capital arm of Investor AB that focuses on telecoms equipment, nanotechnology, pharmaceuticals, and medical devices. Hugh provided market research and analysis on acquisition targets.
- **Creandum** (www.Creandum.com). Venture capital firm focused on technology companies. Hugh provided market research and analysis on acquisition targets.
- **System73** (www.System73.com). AI-enabled peering technology that optimizes distribution of high resolution video and other types of data over the public internet. Hugh worked on early stage business development and marketing for the company.
- **PriceGain** (www.PriceGain.com). Pricing strategy and optimization services for large B2B and B2C companies, including HP, Electrolux, Carlsburg, and Shimano. Hugh provided branding, messaging, content development, and planning services.

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Datawatch Panopticon (www.Panopticon.com)

VP Marketing

2007 – 2013

Under a long term consulting engagement, Hugh served as VP Marketing for Panopticon Software, a maker of advanced data visualization systems used by financial services, telecoms, manufacturing, and consumer products firms. Clients are primarily large global enterprises, including JPMorgan Chase, Credit Suisse, Citi, Pfizer, Pepsi, Intel, and Johnson & Johnson. Panopticon acquired by Datawatch in 2013 and has since been renamed Datawatch Panopticon.

- Managed all marketing activities for the company, including planning and budgets.
 - Organized and managed briefings for key analysts at Gartner, IDC, Forrester, Ovum, 451 Group, and others.
 - Set up and managed marketing automation and CRM systems, website, and social media presences.
 - Produced a series of webinars and videos targeting capital markets applications for the firm's software.
 - Organized the company's appearance at trade shows and other industry events.
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Digital Vision (www.DigitalVision.tv)

President of US Subsidiary and VP Business Development & Marketing

2004 – 2007

The board invited Hugh to return to DV as part of a restructuring following a management shake-up. DV produces specialized image processing systems used in broadcast, movie studio and post-production facilities.

- Managed operations and staff of wholly-owned US subsidiary company.
 - Responsible for the company's worldwide business development and marketing efforts.
 - Managed re-branding and integration of Nucoda product line into brand following acquisition of Nucoda Ltd.
 - Cultivated sales opportunities and managed relationships with key US customers, including Sony, Disney, Time-Warner, PBS, Technicolor, NBC Universal, Fox, and Viacom.
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Xytech Systems Corporation (www.XytechSystems.com)

President

2000 – 2004

Enterprise Resource Planning software used by large media and industrial companies to manage business operations.

- Responsible for corporate strategy, budgets, and operations. Supervised senior management staff.
 - Directly managed sales and marketing teams.
 - Identified, qualified, and negotiated relationships with technology and marketing partners and long term agreements with major customers, including Time-Warner, Boeing, Georgia Pacific, JC Penney, and Disney.
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Digital Vision (www.DigitalVision.tv)

General Manager of US Subsidiary

1997 – 2000

Developer of specialized image processing systems used in broadcast and post-production applications.

- Managed operations and staff of wholly-owned US subsidiary company.
 - Responsible for US sales to major media companies, including Sony, Disney, Fox, and Warner Bros.
 - Developed and managed relationships OEM relationships with Motorola and Cisco.
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Prior to 1997, Hugh served as Director of Export Sales for 360 Systems (www.360Systems.com), Director of Marketing and Corporate Development for **Clear One** (formerly Gentner Communications, www.ClearOne.com), and Managing Partner for **CAE Inc**, an advertising agency.

EDUCATION

Indiana University
Bachelor of Arts, Individualized Major Program