



www.movingmindsllc.com

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**movingminds**  
attract . retain . deepen

## Lou Hughes Principal and Chief Marketing Officer

Lou Hughes is Principal and Chief Marketing Officer of Moving Minds, LLC. During his 16+ years leading marketing and e-business initiatives for many of the world's most recognizable brands in technology, healthcare, financial services and real estate, Hughes developed a unique, holistic approach to marketing that consistently delivers unprecedented results and long-term growth.



These formative experiences resulted in his vision for Moving Minds, a strategic marketing and Internet consultancy, whose focus on nurturing a company's customer lifecycle to attract, retain and deepen relationships has now produced a new kind of marketing firm. From acquiring new prospects with innovative demand generation programs to retaining them with a flawless online and offline customer experience, Hughes has created a marketing consultancy that is as comfortable validating business strategy or evaluating operational performance as developing award-winning creative and marketing communications programs.

As the company's Principal and Chief Marketing Officer, Hughes leads Moving Minds' business development, client services, creative development and long-term vision. He also serves as the company's lead consultant in providing marketing services — from strategy to execution — to early stage start-ups and established Fortune 500 companies. He is widely recognized for his experience in marketing strategy, branding, corporate identity, messaging, marketing communications, product & services commercialization, advertising, media & analyst relations, e-business, web site development, search engine optimization and e-mail marketing.

Prior to founding Moving Minds, Hughes held senior management positions in marketing, business development and e-business with market leaders:

- ☞ **CoStar Group:** the number one provider of commercial real estate information services,
- ☞ **GTSI:** a \$1 billion technology solutions provider to federal, state and local governments,
- ☞ **Commerce One/AppNet:** a leading provider of enterprise software and IT professional services to the Global 2000,
- ☞ **Fannie Mae:** the nation's largest mortgage finance company and
- ☞ **Caremark Rx:** the largest pharmaceutical services company in the United States.



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During his career, Hughes has also served as a consultant to industry leaders including: the Alabama Department of Rehabilitation Services, the Alabama Eye Bank, AnComm, Apple, Atlanta Allergy & Asthma, Atlanta Plastic Surgery, Blackberry Made Simple, CBS Television, Cornerstone Dental, Georgia Urology, Hand Center of San Antonio, HealthSouth, Jefferson County/Alabama, MedPartners, National Foundation for Family Philanthropy, NBC Television, Panasonic, PeopleSoft, Reproductive Biology Associates (RBA), Reusch, SoftMed Systems, SouthTrust Bank, Suburban Heights Medical Center, Success Associates, Sun Microsystems, Texas Back Institute, TR2 Solutions (a Sterling Commerce Company), Trancentrix, United Nations, VARStreet, Vivakos and Vulcan Materials.

Hughes has also published numerous white papers including, "How the Business Internet Can Save Your Company Millions: Ten Proven Ways to Uncover the Treasure Buried in Your Bottom Line," "The 7 Rules of e-Business Every CEO Should Know," "Improving the Bottom-Line in a Challenging Market," "Building a Strong Foundation for e-Business Collaboration" and "The Five Biggest Corporate Payment Challenges."

Hughes holds a B.A. in Communication from the University of Alabama, and has received numerous industry and corporate awards for excellence in marketing, e-business and creative achievement. He is also a member of the American Advertising Federation, American Marketing Association and the Web Analytics Association.



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## Lou Hughes

### Career Highlights

- ☞ Developed strategic plan for DME, a \$125 million direct marketing firm, outlining the next generation of growth and expansion opportunities, including new lines of business and web services to retain existing customers and gain greater share of client marketing campaigns and spend.
- ☞ Generated 300% YOY increase in new customers for AnComm, a provider of anonymous online messaging for schools, due to integrated strategic marketing, public relations and Web marketing programs.
- ☞ Drove record-setting surge of new users, listings and Internet traffic to CoStar Group's new web service, CoStar Commercial MLS™, due to Search Engine Optimization (SEO) and Pay-Per-Click (PPC) programs.
- ☞ To support VARStreet's strategic shift into a new market, Moving Minds developed a strategic alliance with the industry's largest reseller of technology products and solutions to government.
- ☞ Retained by Tracentrix (acquired by Ruesch International), a leading provider of corporate payments, to redesign their flagship web-based portal product, including user interfaces and information design.
- ☞ On behalf of TR2 Solutions, Moving Minds developed and executed a comprehensive PR strategy to position the company as a market leader in data synchronization culminating in their acquisition by Sterling Commerce.
- ☞ Evaluated the role, responsibilities and structure of PeopleSoft's Field Marketing organization to drive program alignment and synchronization with corporate, product, vertical and services marketing organizations.
- ☞ Launched SoftMed's first-ever webinar program to establish the healthcare software developer as a thought leader in the electronic medical record (EMR) market and to fill their sales pipeline with highly qualified and motivated prospects.
- ☞ Retained by Fannie Mae to develop communications strategy, messaging and launch plan for the next generation of Desktop Underwriter 6.0, the company's flagship software product.
- ☞ Created the 'Productivity Ahead' marketing campaign for Vivakos, a portal software provider.
- ☞ Generated record, double digit increases in GTSI's e-business revenue and orders via the company's network of e-procurement vehicles.



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- ☐ Developed comprehensive e-business strategy for **GTSI** to shift a larger percentage of existing offline sales to their lower cost e-commerce channel. As a result of implementing the strategy, GTSI e-business grew from 2% to 35% as a percentage of the company's total revenues in just two years.
- ☐ Hughes led the commercialization of four new, distinct **GTSI** e-business offerings to emphasize reusable functionality and rapid deployment to meet the demands of the government procurement community.
- ☐ Instrumental in establishing **Commerce One/AppNet** as industry leader in B2B e-commerce while directing global marketing programs during the company's growth from \$65 million to \$408 million.
- ☐ Established **AppNet** among the '50 Largest Pure Internet Companies' by Internet World magazine; #1 in growth and #2 in revenue among Internet professional services firms.
- ☐ Directed the product launch and redesign of the **Commerce One 5.0** product portfolio, the company's flagship application suite.
- ☐ Transformed **Fannie Mae** from 'e-Business laggard' to 'Internet Week 100,' a select group of industry leaders recognized for innovative utilization of technologies to drive revenue growth and customer preference.
- ☐ Led development and execution of **Fannie Mae's** 'Single Pipe' initiative, the mortgage industry's first e-commerce site for multi-family lenders, enabling transaction and delivery of more than \$11 billion (as of '99) in loans via the Internet.
- ☐ Initiated **Caremark Rx's** first major e-commerce initiatives, including the online fulfillment of prescription refills for 14 million customers and the company's first online continuing medical education (CME) program for affiliated physicians.

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