

JAY MITCHELL

Managing Director

Jay Mitchell is Managing Director and a Co-founder of Motum, LLC, the premier revenue performance firm. Jay's passion for assisting market leaders such as Microsoft, SAP, OKI Data, CenturyLink, Rolta TUSC, SOURCE, Ancillary Care Services, Del Monte Foods, XETA, TAEUS International and The Vintage Racing League embrace the intrinsic value of aligning their marketing and sales infrastructure is rooted in having personally led multiple companies through the successful transformation, resulting in award-winning marketing, sales and client satisfaction.

Prior to founding Motum, Jay served as Chief Marketing Officer (CMO) and Partner-in-Charge of Marketing for Tatum, LLC. As a member of Tatum's executive and operating committees, Jay had responsibility for the Firm's marketing and field operations including firm strategy, branding, positioning, marketing communications, demand generation, public relations, analyst relations, sales support, training and knowledge management. During his three-year tenure at Tatum, the Firm's annual revenues increased more than 350% – from less than \$50 million to more than \$200 million.

Before joining Tatum, Jay directed global solutions marketing and field enablement for the EnterpriseOne product line at PeopleSoft, Inc., where he was responsible for assimilating the JD Edwards product family into PeopleSoft through a combination of solution positioning, sales kit development, multi-channel sales training, sales support and account strategy/expansion. The program Jay instituted garnered awards and was embraced as a standard operating procedure within the \$2 billion market leader.

Jay also led all marketing programs for WorldChain, Inc., helping position the \$16+ million private software corporation for a strategic acquisition by Optum – and subsequently Sterling Commerce. In addition, Jay directed solutions marketing for i2 Technologies, Inc., where he helped grow annual revenues of the public software corporation from \$500 million to \$1.6 billion. At i2, Jay led the team responsible for solutions strategy, messaging, marketing, sales support and training for i2's supply chain, demand chain, supplier relationship management and eMarketplace solutions.

Jay is a globally-recognized expert on the power of marketing in driving sales performance for professional services and technology champions, having presented at leading international conferences and events, including Gartner, The CMO Club, Forrester, InternetWorld, eCRM, Internet & eBusiness Conference, Canadian Logistics & Supply Chain Management and PLANET. Throughout his career, Jay has been widely quoted by leading business and industry publications, such as Line56, CRM Magazine, Supply Chain eBusiness and Software Strategies.

