

**Kurt Schroeder***Partner***612 876 4816****kurt.schroeder@bakertilly.com**

Kurt Schroeder is a Partner in the Consulting practice of Baker Tilly Virchow Krause, LLP. He is a sales and marketing professional with practical experience in managing sales and marketing organizations. He has solid knowledge in business-to-business and business-to-consumer as well as channel sales models. Known for his outstanding organizational and consulting skills, Kurt has a thorough knowledge of segmentation, demand generation, lead and opportunity management, and account management processes. Complementing his sales and marketing experience he has solid experience in the selection, implementation, and operation of CRM systems.

Prior to joining Baker Tilly Virchow Krause, Kurt was the vice president of consulting for a business-to-business marketing consulting firm. He has held various leadership positions throughout his career including vice president of sales and marketing for a \$100M customer relationship management consulting firm. He has also had P&L responsibility for a \$15M consulting division of a global financial services company. During his work within this division, he acquired a black belt in Six Sigma and has helped many organizations effectively apply Six Sigma to sales and marketing processes.

Specific experience

- > Recent professional projects and accomplishments include:
- > Developed a sales and marketing new project launch methodology for 3M's security systems group.
- > Developed a sales SWOT analysis for Express Point Technologies.
- > Developed a customer loyalty strategy and approach for Deluxe Corporation.
- > Facilitated the customer support strategy for 3M industrial markets group.
- > Managed the transition from decentralized customer service model to centralized customer model service for Fisher-Rosemount.
- > Developed and conducted a "Marketing University" program for USBank.
- > Developed a campaign assurance review process for IBM Global Marketing.

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Specific experience (cont.)

- > Developed the go-to-market strategy for the RFID product launch for 3M.
- > Developed the go-to-market economic model for 3M home care market launch.
- > Created the global CRM road map approach for 3M.
- > Facilitated the development of CRM functional requirements for Eaton Corporation.
- > Managed the CRM software selection and implementation for Lifetime Fitness.
- > Managed the vendor selection process for enterprise CRM for 3M.

Industry involvement

- > Direct Marketing Association
- > Sales and Marketing Executive Association
- > International Quality and Process Control
- > Speaker - B2B Conference, Direct Marketing Association, March 2004
- > Speaker - Fall Conference, Direct Marketing Association, 2003

Education

Concordia University - River Forest, IL
Bachelor of Science in Business Management and Computer Science

Six Sigma Black Belt