7736 SE Harmony Road Milwaukie, Oregon 97222 RCampbell@clackamas.edu 503-896-6250

PERSONAL SUMMARY

- Experienced leader and performance-oriented manager with superior communication skills.
- Strong expertise in business model and system design, strategic innovation, and market and business development.
- Extensive product and project management experience that includes leading high performing cross-functional teams to create accountability at all levels within the organization.
- Designed multiple distribution channels and programs that increased market share and delivered bottomline profitability.
- Entrepreneurial, small business and large company experience.

PROFESSIONAL EXPERIENCE

SBDC Director

Clackamas Community College, Clackamas, Or.

2011 to Present

Small Business Development Center at Clackamas Community College managing Director Small Business 'Greenhouse' (Entrepreneurship) Instructor and business counselor.

Managing Director

GM Outsource, Beaverton, OR

2009 to 2011

On-line resource targeted to small businesses, not-for-profit, and start-up organizations to create and maintain a competitive advantage.

- Independent project provider network specializing in sourced just-in-time management expertise.
- Incubator and accelerator business consulting to develop sustained profitability.

General Manager

Engineered Structures Inc., Portland, OR

2006 to 2009

Commercial general contractor specializing in pre-engineered steel buildings.

Managed day-to-day operations, sales, project management, and financial reporting for commercial construction company.

- Created profitable and highly satisfied customer relationships.
- Executed strategy development and production management.
- Oversight and management of independent contractors within the supply chain delivery system.

Sales Manager

West Hills Development – Beaverton, OR

2004 to 2006

Parent Company of Arbor Custom Homes – Oregon's largest homebuilder

Managed 18 residential real estate professionals in 7 unique development communities located in the Portland Metropolitan area.

- Hired, trained, and motivated independent sales agents and support staff to meet sales and profitability objectives. Closed on 900 homes in 2005 resulting in \$200,000,000 in revenue.
- Conducted market research and competitive analysis to establish product standards and pricing.
- Facilitated team collaboration with marketing, product design, procurement, and construction operations to create brand loyalty while achieving product margins.

President and Owner

Campbell Business Development – Beaverton, OR

1998 to 2004

Business consulting company specializing in business development, strategic planning, business process improvement, innovation, and performance management.

- Provided consulting services to small, medium, and large companies in multiple industries.
- Company went from start-up to profitability in three months.

President

Skylink Communications – Wilsonville, OR

1996 to 1998

"Start-up" Telecommunications Company with three divisions providing cellular services to retail markets in eight western states; aggregated long distance telephony; and pay-per-view movie services to the lodging industry in the U.S and Canada.

- Raised \$30 million in 14 months through a dealer-broker network.
- Oversaw 220 employees and a \$40 million annual budget.

Senior Manager

Northwest Natural Gas Company – Portland, OR

1992 to 1996

Oregon's largest natural gas utility. Manager of commercial and residential markets.

- Responsible for profitable growth in the residential and commercial market segments.
 - Accountable for creating and implementing marketing and sales strategies and program management.
 - Oversaw and directed corporate product marketing and conservation programs for Portland and seven district offices.
 - Developed architects, mechanical engineering, HVAC contractor, and builder relationships.
 - Interacted with a variety of public agencies including: Northwest Energy and Conservation Commission, Oregon Department of Energy, Oregon Public Utility Commission, and Earth Advantage.

Residential Market Manager

1985 to 1992

- Designed and executed cooperative advertising and promotion programs to increase residential new construction market share from 50% to 90%.
- Developed a lead development system that created a loyal dealer network of 200 independent mechanical contractors.

Supervisor of Existing Residential

1983 to 1985

- Designed and implemented a performance management system to acquire 34,000 new customers converting from oil, wood, and electric heat.
- Created multiple lead generation programs to create long-term loyalty relationships with manufactures, distributors, heating contractors, and plumbers.

Commercial Sales Representative – Albany, OR

1980 to 1983

- Created a multi-functional team of engineers and commercial contractors to convert 50% of the available oil boilers located within the Mid-Willamette district.
- Increased new commercial construction market share from 45% to 60% in two years.

Residential Sales Representative – Albany, OR

1977 to 1980

- Exceeded customer acquisition quota by 200% my first year in field sales.
- Developed a builder/dealer network from scratch to increase market share of total sales by 400% in three years.

EDUCATION

Bachelor of Science - Business Management Marylhurst University - Portland, OR.

Associates Degree - Banking and Finance Clark College – Las Vegas, NV.

TRAINING and DEVELOPMENT

Small Business Management and Greenhouse at Clackamas Small Business Development Center.

Northwest Natural Gas Company: Strategic Planning; Total Quality Management;

Scio-Technical Systems; and Management Development.

ASSOCIATIONS and BOARD EXPERIENCE

- Portland State Business Accelerator: Executive in Residence Mentorship program to develop start-up companies in Oregon and Southwest Washington.
- Cascadia MedTech: Regional Business Accelerator organization located in Federal Way, WA. A not-for-profit business development organization for emerging medical incubator start-ups.
- Cinema Internet Networks (Cinemaworks): Publicly traded company providing High Speed Internet services to the Lodging industry in Canada and the U.S.- Board Member from 2001-2010.
- Innovative Composite Engineering: Carbon fiber composite manufacturer- advisory board member from 2000-2009.
- St. Mary's Home for Boys: Non-profit children services agency-board member from 1994-2000; board chairman for three years.