



## CV Brief Todd Murray Kurland

### Overview

Following is a brief summary of my work history, education and defining characteristics.

### Employment

#### 1994-Present

##### **Global InterAction**

I started Global InterAction as a web site development company to serve small business. Early on, that focus evolved to include the marketing groups of Fortune size companies. Over the years, I've had between 1 and 3 employees when needed to meet specific long term commitments. My expertise is in overall web site strategy and implementation, application design and development, and general internet consulting. I have a reputation for delivering fairness, high value, and efficiency. As a result, I've enjoyed long relationships with my customers.

My distinguishing characteristics are:

1. High Value. I have a broad understanding of marketing and business. When working with marketing people, I generally 'get it'. The result is that I am able to deliver high value solutions on time that meet expectations out of the box.
2. Efficiency. My focus on efficiency drives me to think about, design and develop every requirement as a tool. This has led me to develop a large framework and suite of tools that expedite my development and maximize my customers ROI. It also supports a primary goal to develop sites and tools that customers can maintain themselves when they choose to.
3. Sense of fairness. Fairness is either a primary goal between two parties or the occasional result of tough negotiation. I'm the former.

A sample of my project work can be found on my clients page at [www.globalinteraction.com](http://www.globalinteraction.com).

#### 1993-1994

##### **Dana-Farber Cancer Institute, Jimmy Fund**

I was the director for the DFCI Boston Marathon fundraiser. I developed this event from a small program staffed by employees into a well organized volunteer organization staffed and run by volunteers, with a single full time director. The event today raises several million dollars a year.

**1981-1993**

**Data General Corporation**

I started at DG in a Chicago sales office as a systems engineer. After taking courses in marketing at Northwestern I was promoted into Corporate Marketing. I served several roles as a line contributor and manager; including international marketing, marketing programs, product marketing (focusing on networking, communications and office products) and strategic vendor relationships. I was selected to participate in the Business Process Reengineering task force, looking at company efficiency, after making a presentation to the President on ideas for improving efficiency and increasing motivation.

**Education**

BS Computer Science:

University of Illinois, BS Computer Science

MBA Courses in Marketing, International Business:

Northwestern University Kellogg Graduate School of Management

Boston University School of Management