# M. FREDRICK OSBORNE, MBA

Seasoned executive, with cross-functional, team-based exposure to all operating areas
Skilled tactician, problem solver and project manager, with attention to detail
Strong focus on exceeding expectations, measuring results and process improvement
Confident, persuasive communicator and negotiator, comfortable working with all stakeholders
Expert user of many software applications, including QuickBooks, Excel, and CRM apps
Master of Business Administration (MBA); BBA, Corporate Finance major

## EXPERIENCE

**Business Consultant**, *Osborne Business Consulting,* Abilene, TX 2015-Current

Offer business consulting services, ranging from bookkeeping services to strategic planning. Client projects include creating business plans, developing sales and marketing material, human resources, compensation, insurance, facilities and operations, among others.

**Chief Operating Officer**, *Sombra Cosmetics, Inc.,* Albuquerque, NM 2004-2015

Executive manager of this FDA-regulated personal-care pharmaceutical manufacturing concern. Responsible for all operation areas. Sombra develops, manufactures and markets gels, cremes, and lotions, which are sold to massage therapists, chiropractors, physical therapists, acupuncturists and similar "hands-on", integrative-care practitioners.

**Director of Operations**, *Century Software, Inc.*, Salt Lake City, UT 1998-2002

Supervised all operations and administration employees. Worked as a key member the executive committee and as an integral part of corporate financial and strategic planning, M&A, R&D, business development and HR. Hired as Channel Marketing Manager and was quickly promoted to Sales Operations Director after one year.

**Distribution Manager**, *Pervasive Software, Inc.,* Austin, TX 1997

Was a key member of several cross-functional teams. Drove revenue and managed co-op programs through national technology distributors, such as Ingram Micro and CDW, targeting channels partners such as value-added resellers, independent software vendors, and system integrators. Planned and executed effective channel marketing efforts for two embedded DBMS apps called *Pervasive SQL* and *Btrieve*.

**Marketing Manager**, *TCI Software Research, Inc.*, Las Cruces, NM 1991-1996

TCI created and sold *Scientific Word, Scientific WorkPlace* and *Scientific Notebook*. Key responsibilities included sales and marketing planning and analysis, MARCOM, lead management and worldwide alliances.

**Graduate Intern**, *Business Support Center*, El Paso, TX 1989-1991

Data/polling research, consulting and training firm. Major projects included (1) presentation of a client's financial statements for an SBA loan application; (2) development of an automated PC-skills assessment test for hiring managers; and (3) statistical analysis of a local hospital's annual employee-satisfaction survey.

## EDUCATION

**Master of Business Administration**, *The University of Texas at El Paso*, 1991

**Bachelor of Business Administration**, Corporate Finance, UTEP, 1989