

# Biography for Jim Hoing

## 1. PROVIDE YOUR NAME, AS YOU WOULD LIKE IT TO APPEAR ON BIOGRAPHY.

James A. Hoing

## 2. WHAT IS YOUR OFFICIAL TITLE?

Vice President, Sales & Marketing

## 3. WHAT YEAR DID YOU JOIN YOUR COMPANY?

I was one of the founding partners at WhettStone in early 2005.

## 4. WHAT ARE YOUR CURRENT RESPONSIBILITIES?

Direct and coordinate company sales and marketing functions.

Develop and coordinate sales selling cycle and methodology.

Direct and oversee the company marketing function to identify and develop new customers for products and services.

Research and develop strategies and plans which identify marketing opportunities, direct marketing, and new project development.

Analyze and evaluate the effectiveness of sales, methods, costs, and results.

Develop and manage sales and marketing budgets, and oversee the development and management of internal operating budgets.

Plan and coordinate public affairs, and communications efforts, to include public relations and community outreach.

Participate in the development of new project proposals.

Establish and implement short- and long-range goals, objectives, policies, and operating procedures.

Represent the company at various community and/or business meetings to promote the company.

Supervise the preparation, issuance, and delivery of sales materials, exhibits, and promotion programs.

Promote positive relations with partners, vendors, and distributors.

Recommend and administer policies and procedures to enhance operations.

**5. HAVE YOU HELD OTHER POSITIONS PREVIOUSLY AT THIS COMPANY? IF SO, WHAT WERE THEY AND WHAT WERE YOUR RESPONSIBILITIES?**

I am a Founding Partner in the company and have been onboard since its inception in early 2005.

**6. PLEASE PROVIDE A BRIEF HISTORY OF YOUR WORK EXPERIENCE PRIOR TO THIS COMPANY, INCLUDING COMPANY NAMES/LOCATIONS, TITLES HELD AND A LIST OF GENERAL RESPONSIBILITIES FOR EACH POSITION.**

Prior to founding WhettStone Business Solutions, Jim served as Sales Manager and sat on the Board of Directors for Bellevue Data Communications for 8 years. Prior to working with BDC, Jim was a Director of Operations and Director of Training & Development for Producers America and IntelliSell Corporation respectively. Prior to that, Jim spent 8 years with Reed Travel Group in various management positions within three of their companies including working with IBM's R&D facility in the UK on the UNISON project. A \$22 million worldwide reservation system involving highly sophisticated technology.

**7. WHAT IS YOUR EDUCATIONAL BACKGROUND? DEGREES? CERTIFICATES? SPECIAL TRAINING? ETC.**

I have a Degree in Psychology with Minors in Business and Communication

**8. HAVE YOU HAD ANYTHING PUBLISHED? IF SO, WHAT? WHEN? WHERE?**

I have been published in local newspaper and magazine articles and interviewed for a local economic development radio show and video interviews for a entrepreneurial training web site.

- June 23<sup>rd</sup> 2006 – Midlands Business Journal Article about website marketing
- July 14<sup>th</sup> 2007 – Grow Omaha radio show 1110 KFAB: Networking is an important component of business success. That's why an Omaha company is going out of its way to help Omaha professionals get together and share ideas. Be sure to tune in as Jim Hoing, Vice President of WhettStone Business Solutions, talks to us about "Business Networking in Omaha."
- January 25th, 2009 – Featured on the front page of the Omaha Sunday World Herald's "Marketplace" section – story Join The Club – article about networking
- March 2009 – featured on the front cover of Strictly Business Omaha magazine – story about WhettStone Business Solutions
- April 8<sup>th</sup> 2009 – WhettStone's Video Dialogues on NxBizSuccess.com - - WhettStone participates in video interviews with Lynn Hinderaker, contributing to the production of the entrepreneurial training web site NxBizSuccess.com, a joint venture of UNL's NebraskaEdge and Community Development Resources (cdr-nebraska.org), both non profits devoted to helping small businesses create jobs through training and low cost financing.