

# PAUL W. WHITTAKER

## C-SUITE EXECUTIVE: CEO | PRESIDENT | CHIEF COMMERCIAL OFFICER



Paul Mahoney is a global business executive who specializes in commercializing intellectual property. With a record of influencing more than \$120M in revenue throughout his career, he possesses a blend of marketing, branding, and product management expertise that enables him to over-deliver on revenue, growth, expansion, and brand recognition targets.

After long tenure and a series of increasingly responsible senior leadership roles with Hoovers, Paul joined the Institute of Geophysicists (IOG) in a key C-level position spanning marketing and business oversight of a mission-critical product line producing hundreds of millions of dollars in revenue. As the organization's digital marketing and product digitization expert, he facilitated IOG's shift from print to digitized product lines while driving a marketing overhaul organization-wide.

### EARLY CAREER

Paul launched his career as a **Credit Analyst** with Cablec Continental Cables Company before joining BICC Cables Corporation as an **Inside Sales Representative**. Quickly promoted to **Regional International Sales Manager**, he subsequently worked for Framatome Connectors USA as **Global Strategic Account Manager**. His first true marketing role was **Manager of Strategic Marketing** for Pitney Bowes.

### HOOVERS, 1998 – 2010

Recruited to Hoovers in 1998 as **Director of Structured Finance Product Management**, he helped drive a new analytic software product from \$500K to \$15M in revenue. Paul revamped the business model and product group while expanding the client base 20 times over. Promoted in 2005 to **VP of Product Management Services for Ratings Market Development**, he spearheaded a product line turnaround that pushed revenue 16% and jumpstarted revenue growth for 2 previously stalled lines by \$8M combined. In addition to relaunching 2 lines with restructured sales plans he championed Hoover's transition to digital media as key designer of business, launch, and marketing strategies for licensed products.

Promoted again in 2007 to **VP of Ratings Operations**, Paul led an organizational realignment leveraging Lean process improvement practices. By redesigning and rolling out new governance, marketing, and product sales initiatives he was able to increase profits 32% and client base 18% despite being in a tightly regulated industry in the midst of a credit ratings crisis.

### INSTITUTE OF GEOPHYSICISTS, 2010 – PRESENT

Tapped to serve as **Chief Marketing Officer** for IOG, the Institute of Geophysicists, in 2010 in a role equivalent to that of a Chief Commercial Officer, Group President, or EVP, Paul holds P&L accountability for this professional organization's single largest revenue stream (\$220M). He leads strategic planning, marketing promotions, and licensing for IOG's intellectual property in more than 80 countries.

Paul's tenure with IOG is marked by a dramatic rise in revenue (+65%) and new customers (+48%) as well as these achievements:

- Revitalized IOG's primary products, expanded the corporate market 18%, and boosted sales up to 9% year-over-year. Instilled value pricing mindset and sustained key market retention despite competitor's lost shares.
- Catalyzed +90% customer retention by building the business case for an innovative client service management role.
- Spearheaded the \$30M drive to digitize IOG's main product line and launched 15 new products.
- Honored with industry awards for global, multimarket public relations and non-profit reputation/brand management. Formalized and upgraded IOG corporate marketing, elevated master brand, and unified sub-brands.

Paul earned a **BA in Political Science** from Martin University and completed leadership coursework at Harvard Business School. He was awarded a patent as co-inventor of an automated filing system. He presently sits on the **Board of Directors** of Penguin Books Federal Credit Union. Known as an "innovative manager who has a strong knack for getting things done", Paul Mahoney guides teams to peak performance by leveraging high EQ to cultivate emerging leaders.

### MARKETING & PRODUCT MANAGEMENT AWARDS

**Silver Bulldog Media Relations Award for Excellence in Media & Publicity Campaigns**  
2013

**Sabre Award for Best Global/ Multi-Market PR Campaign**  
2012

**Silver Anvil Award of Excellence for Reputation/ Brand Management**  
2012

**Penguin's Chairman's Award for Excellence in Marketing & Analytical Expertise**  
2008

**Penguin's Chairman's Award for Excellence in Marketing & Product Management**  
2004