

REX CONWAY

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SENIOR EXECUTIVE - INTERNATIONAL BUSINESS DEVELOPMENT

Seasoned, culturally aware professional with an extensive background in the development of educational products, programs, assessments, and solutions for foreign and domestic governments and universities.

Recognized for leadership and perseverance under stressful and harsh conditions. Considered a trusted voice in the Licensure and Certification marketplace. **Adept performance exemplified in growing \$3 million product to a \$14 million line of business over a four-year period.**

Demonstrated growth potential through the expansion of new-partner-financed territories from 22 to 35 and the development / launch of three new products in a four-year time span. Ability to create new direction focused on “search and find the opportunities before the competition” philosophy. Strong negotiation skills represented in concessions with Japanese and Korean TOEIC partners.

Areas of Expertise

- International Business Development
- Test Administration & Assessments
- Acquisitions & Mergers
- Business Management
- Profit & Loss
- Professional Licensure & Certification
- Sales & Marketing
- Strategic Planning & Implementation
- Geographical Expansion
- Product Development

PROFESSIONAL EXPERIENCE

THOMPSON EDUCATIONAL SYSTEMS – Cherry Hill, NJ

EXECUTIVE DIRECTOR OF INTERNATIONAL BUSINESS DEVELOPMENT, 2003 - Present

Orchestrate complete strategic planning and implementation of new worldwide business opportunities for an international education solutions provider with 2600 employees through the US and more than 100 employees in three subsidiaries in France, The Netherlands, and Canada. The \$900 million non-profit organization conducts business throughout 100 countries, maintains business partners and representatives in over 45 countries, and boasts growth projections of \$2.5 billion over the next five years. Report directly to Senior Vice President. Supervise 15 employees comprised of administrative assistants, project managers, and business developers.

Develop and administer annual \$15 million revenue and \$12 million expense budgets for business development efforts with growth projections exceeding \$100 million over five years. Serve as direct point-of-contact for all business developers, both domestic and abroad, for the planning, execution, and final performance of their territories. Establish individual and group goals for staff and provide guidance and direction for professional development of each staff member. Work in concert with senior government officials, ministers of education, other government ministers, US and foreign ambassadors, presidents and staffs of leading universities, and business leaders throughout more than 40 countries.

Selected Accomplishments:

- Reorganized international development staff, resulting in a more efficient regional focus.
- Participated in the development and implementation of new international infrastructure enabling TES to conduct business worldwide and protect its non-profit status in the US.
- Forged relationships with prominent worldwide funding organizations including World Bank, UNESCO, and USAID to enhance company’s ability to understand the timing / nature of future funding and allow opportune / informed responses to requests for proposals.

- Reduced proposal response time from 90% to 40% within six months with a goal of understanding 95% of opportunities prior to RFP issue by end of FY 2005.
- Played an instrumental role in securing \$30 million over five years contract from Government of Qatar, as well as new contracts from Mexico, Thailand, Chile, and other diverse countries.

THE WARREN GROUP INTERNATIONAL – New Brunswick, NJ
(a subsidiary of Thompson Educational Systems)
MANAGING PRINCIPLE, 1997 - 2002

Oversaw all facets of International Sales, Marketing, and New Business Department for top-ranked company specialized in professional licensure and certification for allied health, insurance, real estate, and construction trades industries. Responsibilities encompassed management of test / product development, product launch, and marketing. Recruited and approved new territory representatives. Forecasted and tracked sales goals for each representative and mentored underperforming representatives.

Selected Accomplishments:

- Grew Test of English for International Communications (TOEIC) from a \$3 million product to a \$14 million product line of business, ranking it as the most profitable and highest margin product in the TES family of companies with more than a 60% margin.
- Expanded TOEIC territories from 22 to more than 35 countries within a four-year period, obtaining all start-up investment costs from new partners. Carefully researched, analyzed, and selected business partners / representatives for 16 new or replacement territories, each having met or exceeded sales / marketing targets.
- Drove product development efforts for new products for TOEIC product line including market research, product design, product launch, and marketing, which proved instrumental in the strategy / success of exceptional growth of TOEIC market.
- Achieved successful acquisition of subsidiaries in France, Canada, and the US. Led efforts to perform due diligence evaluations of each opportunity and conducted all negotiations and agreements to finalize every venture. Served as President of the US subsidiary and Managing Director of French and Canadian subsidiaries.
- Transformed US subsidiary from a \$50,000 per year loss to a \$100,000 profit within one year. Accomplished a \$20% growth rate in all three subsidiaries. Implemented more efficient procedures and aggressive market expansion contributory to increasing revenues and profits for French subsidiary by more than 40% throughout first two years.
- Promoted to Thompson Educational Systems, the parent company as a result of outstanding performance.

SIMMONS MEASUREMENT TECHNOLOGIES – Clearwater, FL
EXECUTIVE VICE PRESIDENT, 1995 - 1997

Managed four remote offices in 14 states for provider of specialized Professional Licensure and Certification products / services with 40 employees and \$3 million in annual revenues. Reported directly to President. Oversaw ten employees consisting of office managers in remote offices, operations manager, test administrators, and printing and production manager. Directed the testing of security, printing, distribution, and administration for all offices. Served as Project Manager for large-scale assessment projects. Supervised five project managers that accounted for 75% of total company revenues. Responsible for budgeting and P&L of all remote and home office operational issues.

Selected Accomplishments:

- Consolidated and standardized operational processes and procedures, reducing expenditures by \$500,000 in one year.
- Created proposal and landed contract for Florida Construction Industry Licensing Board (FCILB).

- Served as Project Director for the FCILB battery of tests, contract deliverables, customer relations, and contract negotiations.
- Formulated new security procedures early on in response to a failed audit of security procedures conducted by the State of Florida, Simmons's largest client. Procedures were applauded by State of Florida on their return audit three months later. Several procedures were adopted by the State testing agency.

MILITARY SERVICE

UNITED STATES AIR FORCE
COMMAND PILOT – LIEUTENANT COLONEL
MOBILITY LOGISTICS OFFICER

Achieved distinguished military career, serving in a variety of combat flying and support assignments including the command of two combat support squadrons specializing in logistics planning and remote airfield. Received numerous decorations for combat missions flown during Vietnam Conflict and Logistic / Special Operations support roles for Operations Desert Shield / Desert Storm, the Iran Embassy Rescue Mission, the Mexico City Earthquake Relief Effort, the Panama / Granada Invasions, the Somalia Humanitarian Relief Operation, and numerous other initiatives. Completed training through Air Force Squadron Officers School, Air Command and Staff College, and Air War College.

EDUCATION & CREDENTIALS

Master of Business Administration; OKLAHOMA CITY UNIVERSITY – Oklahoma City, OK

Bachelor of Business Administration; UNIVERSITY OF OKLAHOMA – Norman, OK

Professional Training:

Harvard School of Negotiations ~ Covey Leadership Seminars ~ TES Quality Standards Workshop

AFFILIATIONS & SKILLS

Professional Affiliations:

- Chairman of the New Jersey Global Business Initiative
- Retired Officers Association
- Coalition for Professional Certification – Charter Member and Advisory Board
- Council for Licensure Enforcement and Regulation
 - Chairman of the International Relations Committee
 - Chairman of the Presidents Special Initiatives Committee
 - Chairman of the National Organization for Competency Assurance (NOCA)
 - Served as Chairman of the Annual Conference Program Committee
 - Co-Chairman of the International Affairs Committee – President's Award for Service and Leadership

Computer Skills:

Microsoft Word / Excel / PowerPoint, E-mail, Internet