

GREG BOUCHER, ROBBINEX, CAPITAL AREA: BIO

Managing Partner, Robbinex of the Capital Area, LLC

- Masters Certificate in Business Management, A. B. Freeman Graduate School of Business at Tulane University, New Orleans, LA
- BS in Organizational Communications with an emphasis on marketing and public relations, from Southwest Missouri State University, Springfield, MO
- Extensive experience in strategic and tactical marketing and business development for large multi-billion dollar businesses for growth, IPO and sale of business
- Founder and current President of StrataSource Consulting Group, LLC in Columbia, MD, a multi-practice marketing, strategy and sales management consultancy, founded in 2000
- StrataSource Clients include start-ups and on-going concerns; with an emphasis on marketing and business development, including sales training and development, negotiations for commercial real estate, and business planning for small retail, manufacturing, service and high-tech companies
- Member of the IBBA (International Business Brokers Association) and the WBBA (Washington DC Metro Area Business Brokers Association)
- Member, Institute of Management Consultants (IMC)
- Member, Capital Area Franchise Association
- Member, International CEO Clubs, Baltimore Chapter
- Member Washington Business Network, and the Tech Council of Maryland
- Licensed commercial real estate agent
- Successful real estate investor since 1995 with more than \$1.4 million in property owned
- Member SMSU Alumni Association, past Acting Director of Communications, Bridgeway Community Church of Columbia, MD, and past Member, Board of Directors, Santa Monica, CA Chamber of Commerce

Prior to founding StrataSource Consulting Group, Mr. Boucher held corporate and regional management positions at some of the market leaders in the broadband/cable TV business, including Cox Communications, Falcon/ (ATT) Communications, and Comcast. In his 16 years in the industry, Mr. Boucher developed a strong reputation for creative problem solving and excellence in execution. He began his 20+ year career in the music industry, working as a marketing and operations event manager for a regional concert and event promoter—later taking that experience to land a position in marketing at the pioneering music video company MTV Networks. Greg has produced multiple successes building high performance teams, launching new products, and creating profit centers; generating over \$1.2 Billion in sales. His expertise primarily encompasses strategic planning and the development and tactical management of sales and marketing efforts for the growth, acquisition, merger, or IPO of multi-million dollar businesses. Greg's broad base of experience includes start-ups and new product launches, and he has created and reorganized customer service, sales, and marketing departments. Mr. Boucher has expertise in management of large-scale, integrated direct marketing, sales, retail and tele-sales programs; simultaneously managing more than 200 individuals, and 18 operating groups in 70 communities across the US. He has been recognized for industry leading results for product growth and record breaking increases in gains in market penetration.

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