

Christopher M. Potoski

chrispotoski.com/resume
chris@invisix.com
919.600.1431

Experience

Founder and President, Invisix Media Systems & WhyZoom Media

June 2004 to Present, Raleigh, NC

Focused on search engine optimization, domain development & social media software, it was my responsibility at Invisix Media / WhyZoom to: • Provide leadership in order to position the company at the forefront of the industry • Develop a strategic plan to advance the company's vision & objectives & to promote revenue, profitability & growth as an organization. • Oversee company operations to insure production efficiency, quality, service, & cost-effective management of resources.

Accomplishments include the development & management of over 650 domains as well as the completion of the micro-social media software platform (Site Rhythm®). The company's first client was Discovery Channel's, Ghost Lab & Invisix is positioned to launch the industry's first social business directory (MerchantWho.com) in Q1 2011.

I'm privileged to have had an impact on the development of these projects & am comfortable that their implementation is in competent hands.

Vice President of Development, National Healing Corp. (NHC)

September 2000 to June 2004, Boca Raton, FL

As Vice President of Development for NHC, the nations largest disease management company, my primary responsibility was securing mutually beneficial contracts between the company & hospital / hospital system partners in rural to mid sized underserved markets. Cultivating relationships with physicians, nursing staff as well as "C" level executives was critical to my successes. • Multiple Presidents Club Awards.

Director of Business Development, Omnicare Inc.

September 1998 to September 2000, Cincinnati, OH

Managed a twenty four million dollar budget in a three state region for the nations largest, long term care, pharmacy services company. • Designed & presented detailed conceptual as well as financial information to long term care administrations. • Negotiated contracts between Omnicare Inc and administrations. • Effectively regionalized nursing, consulting & disease management services. • Served as Southeastern Regional Trainer.

Business Development Manager, Curative Health Services (CURE)

June 1996 to September 1998, East Setauket, NY

As Territory Manager & ultimately Business Development Manager I designed & implemented marketing plans for multiple Wound Care Centers as well as negotiated multi-million dollar contracts between Curative and Hospital CEO's. • Nominated to the 1998 Presidents Club • Served as SW Regional Trainer.

Senior Consultant, Weatherby Health Care

December 1995 to June 1996, Ft Lauderdale, FL

Responsible for physician recruitment and retention for over 300 clients • Conducted in-depth multiple interviews of physicians and spouses • Cultivated new and current hospital contracts • Negotiated and closed contracts between physicians and hospital administrations.

Education

Bachelor of Science, Physiology, Psychology, Central Michigan University

Dual emphases in human physiology and sports psychology with a strong emphasis on research and the scientific method. Minor in business communications with additional coursework toward Masters of Health Administration (MHA)

Accomplishment's

Site Rhythm
Ghost Lab
MerchantWho
Presidents Club (NHC)
Presidents Club (CURE)
SW / SE Regional Trainer

Expertise

Strategic Planning
Search Engine Optimization
Site Architecture
Social Media
Contract Negotiations
Training
Communications
"C" Level Sales
Research
Presentations

Tools

MS Office
Photoshop
Illustrator
PHP
HTML
Wordpress
Dreamweaver

Professional Development

American College of Sports Medicine
American Hospital Association
Professional Sales Skills Training (PSS)
Advanced Acclivus Contract
Negotiation Training
B.A.S.E. Sales Presentation Training
Acclivus Sales Negotiation Training

To Do

PHP / ASP / SQL / mySQL
Perl / Pyhon / Ruby

Interests

Travel
Golf
Football
Softball
Skiing

Et Cetera

To find balance between
conquering the world &
being a good father /
husband.

I also like fine wine.