



“As a customer of CPS in two different roles, my sales teams improved and I received a good multiple on my investment. CPS makes a difference.” - Mark Theilken

Mark brings the sales, marketing, and general management expertise developed during his 30-year career to CPS clients in his role as consultant, coach, and facilitator.

As a successful sales leader and business manager, Mark built and led large sales organizations and held multiple positions with full P&L ownership. He is particularly adept in change management, including mergers, acquisitions, turnaround situations, and emerging businesses.

Mark began his career as an IBM salesman. He advanced through the sales organization, ultimately leading a \$1-billion sales and service organization. He subsequently launched and developed IBM's RISC/UNIX business in Asia Pacific. As a member of the senior management team at Acxiom, Mark led two industry business units, directed the Internet business initiatives, launched the customer data integration offering, and managed the InfoBase data and analytics business. As president and CEO of Fuego, he established the company as a leader in the emerging business process management market.

Most recently, Mark served as senior vice president and president of sales solutions with Dendrite International where he directed a business turnaround, managed and integrated an acquisition, and successfully packaged and positioned the company for sale. Since then, he has advised the boards and executive teams of several start-up companies. Mark is a member of the board of directors of Aidmatrix, a non-profit organization that helps empower humanitarian organizations through technology, consulting, and training.

Mark holds a Bachelor of Science degree from the University of Illinois.

Mark and his wife Julie live in the Dallas-Fort Worth metroplex area. They have three sons.

