

# VIVO

# Community Involvement Program



GunterMediaGroup

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President & CEO

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# Mission

# VIVO Community Involvement Program

To provide our user community with the best marketing and communication activities to enhance the effectiveness and efficiency of collaboration and research within our environment.

# Agenda

- Introduction
- Objective of Community Involvement Program (CIP)
  - (the 5 W's + H)
    - Why do we need to have a Community Involvement Program?
    - What is our strategic objective for our Expert Profiles program?
    - When will the CIP program be implemented?
    - Where will the CIP program be implemented?
    - Who will be responsible to implement the program?
    - How?
      - How will the plan be implemented?
      - How will you measure success?
      - How will you involve the community?
- How can an Advisor help?
- Getting Started
- Summation
- Addendum

# Objective of Community Involvement Program (CIP)

- The 5 W's + H
  - Why do we need to have a Community Involvement Program?
  - What is our strategic objective for our Expert Profiles program?
  - When will the CIP program be implemented?
  - Where will the CIP program be implemented?
  - Who will be responsible to implement the program?
  - How?
    - How will the plan be implemented?
    - How will you measure success?
    - How will you involve the community?

# How Can An Advisor Help?

- Clarity
  - On your goals?
  - Determining the gaps in your plan?
  - Build a successful plan?
  - Tips, tricks and tools to ensure success?

# Getting Started!

- Determine team
  - Be inclusive
  - 2 – 3 paragraphs on the objective of the CIP
  - Vision intro document to the team
- White board session with team to outline plan
  - 5 W's + H
- Finalize plan, Implement, Refine, Start & Track (FIRST!<sup>TM</sup>)
- Promote each and every success!

# Summation

- Establish objective for CIP
- Establish a team for CIP
- Conduct a white board session for CIP
- Implement the FIRST!<sup>™</sup> strategy
- Promote every success!



# Thank You!

Darrell W. Gunter

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# Addendum

## Darrell W. Gunter's Bio

- **Senior executive with extensive industry experience.** Held key senior executive positions for leading companies in the electronic intellectual property industry including; Dow Jones Financial News Services, Elsevier, Collexis, The American Institute of Physics (AIP) and Allerton Press, Inc.
- **CEO & President - Gunter Media Group, Inc.**
  - An executive management consulting firm, that identifies and/or solves operational, technical, personnel issues and new business opportunities
- **President (Interim) – Allerton Press**
  - Established go-to-market plan to launch the business globally
  - Developed strategic plan to transition the company's business from Springer
- **Chief Commercial Officer – American Institute of Physics (AIP)**
  - Instituted a strategic turnaround that resulted in revenue increases of 20%
  - Created the commercial vision for the professional network UniPHY.org
- **EVP / Chief Marketing Officer - Collexis**
  - Raised capital for two strategic acquisitions
  - Grew revenues 15x over three year period
  - Spearheaded positioning of company to be acquired by Elsevier
  - Launched the world's first pre-populated expert network BiomedExperts.com
- **Senior Vice President /Americas - Elsevier**
  - Led the digital transition with the successful launch of ScienceDirect and Scopus
  - Led sales globally 11 consecutive years and grew the Americas revenue 35%
- **National Sales Director - Dow Jones Financial News Services**
  - Revenue and operating budgets exceeded targets by 15% each year
  - One of the youngest appointed Directors at Dow Jones & Co, Inc.
  - In 10 year span (1983 – 1993) promoted from Account Manager to National Sales Director
- Darrell's radio program "Leadership" airs Saturday mornings at 8:00 am on WSOU HD 89.5 FM / WSOU.net. Leadership is in its 7<sup>th</sup> season and the 155 shows can be accessed via iTunesU, <https://itunes.apple.com/us/itunes-u/wsou-leadership-darrell-w./id508534295?mt=10>