

# PETER J. CAGAN

## OBJECTIVE

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A dynamic, seasoned, hands-on executive seeking a CEO or other senior position – interim or permanent, preferably a growth oriented firm.

## SUMMARY OF QUALIFICATIONS

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- Decisive, motivating, creative, strategic, innovative, vigorous, consensus-building, and broadly experienced.
- Ability to build and motivate strong management teams, grow or turn-around companies, and increase revenue and profit.
- Creative in crafting strategy, solutions and business development opportunities.
- Well traveled with a deep, broad knowledge of business practices. Able to quickly gather pertinent information, get to the heart of the matter, and implement a solution.
- Decisive decision making ability, tempered with a practical and down to earth perspective.
- Able to effectively transfer knowledge across business models and categories. Extensive experience in public and private company management, customer relations, fostering an enabling and motivating work environment, repairing old or implementing new techniques, and business turnaround.
- Willing to make fast, tough decisions. Oriented to building long-term enterprise value.

## PROFESSIONAL EXPERIENCE

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4/2000 ~ <u>present</u>	<b>Santa Barbara Consulting Group, LLC, CEO</b>
1/1999 ~ 11/1999	<b>MessageMedia, Inc.</b> Boulder, Executive Director
1/1996 ~ 1/1997	<b>Consulting.com, Inc.</b> Santa Barbara, CA, Senior Vice President of Sales and Marketing,
1982 ~ 1994	<b>Century Marketing,</b> Los Angeles, Senior Vice President of Sales & Marketing
1976 ~ 1982	<b>The David Jamison Carlyle Corporation,</b> Los Angeles, Business Development Manager

## BACKGROUND \*

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1962 ~ 1965      Attended University of California at Los Angeles, Majored in Marketing  
1968              UCLA, MBA

Married with two children

## OTHER HIGHLIGHTS

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- Served as a Board Member of six corporations, including three public companies. Board Member of fourteen non-profit organizations.
- Peter is currently on three corporate Boards of Director
- Involved with Entrepreneurs Fund of North Texas
- Evaluator and Mentor for the North Texas region submissions for the Texas (State) Emerging Business Fund.

## INTERESTS

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- Volunteer in underprivileged children's choir
- Trekking and skiing