Tyler J. Noel

Noel Group
22 East Mifflin Street
Suite 1000
Madison, WI 53703

Tel: 608-294-5199
Fax: 608-294-5977
E Mail: tnoel@noelgroup.com
http://www.noelgroup.com

EXPERIENCE:

1997 to present - ***Noel Group***, *Madison, WI*
Vice President of Corporate Development, E-Business, and Real Estate

- Responsible for Compass Properties and Heritage Investments, a $100 million real estate portfolio with 20 employees
- Leading team that will diversify and grow the corporation through identifying, screening, and valuing potential acquisition candidates, leading due diligence and negotiations
- Created and now responsible for the E-Business division of the Noel Group and went from no sales to over $40 million in 18 months on the internet
- Developed and implemented strategic plans for insurance and travel divisions of *Noel Group*
- Leader of team that acquired *Mercury International Assistance Ltd.* located in Brighton, UK and *doubled* revenues of the $2,300,000 acquisition in two years
- Leader of the team that acquired *MultiNational Underwriters, Inc.* and achieved a return on asset investment in excess of 45%

1996 to 1997 - ***National Restaurant Association***, *Chicago, IL*
National Account Manager

- Responsible for national non-commercial sales, and all international sales
- Exceeded 1996/1997 sales projections by 57%, and in 1997/1998 by 42%
- Led international business development team and internet development team
- Developed and managed direct mail, telemarketing, and advertising campaigns

1992 to 1996 - ***Hong Kong Tourist Association***, *Chicago, IL*
Marketing Executive - USA & Canada

- Marketed, sold, and promoted Hong Kong as a meeting destination to association, corporate, and incentive executives located throughout the US & Canada through strategic planning
- Managed $420,000 Hong Kong Convention and Incentive Travel Bureau budget
- Supervised distribution center and developed direct-mail sales campaigns

1985 to 1992 - ***Noel Group***, *Stevens Point, WI*

- Employed part-time and full-time over and an eight-year period
- Organized and managed national fulfillment and distribution center
- Served as customer service representative

EDUCATION:

Masters of Business Administration, May 2001
University of Wisconsin-Madison

Bachelor of Science degree, Business Administration, May 1992
University of Wisconsin-Stevens Point

OTHER ACCOMPLISHMENTS:

- Former consultant with the *Small Business Administration*, worked with small companies to develop business and marketing plans
- Active member of the *American Management Association, Urban Land Institute, American Society of Travel Agents, Cruise Line Industry Association*, and *Association for Corporate Growth*