Jonathan Bein
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Areas of Expertise:
Competitive analysis and strategy, price management, analytics, market analysis, economic value modeling, return on investment modeling, technical product strategy

Experience
Scholar in Residence, Leeds School of Business, University of Colorado
September 2014 – Present (6 years) Boulder, Colorado
Teach two classes of undergraduate students on pricing and channel management.
Teach MBA pricing class.
Teach and coach class of 36 students and co-manage business analytics internships for the first four years of the Leeds Business Analytics program.

Managing Partner, Real Results Marketing, Inc.
June 2009 – Present (10 years 3 months) Boulder, Colorado
Jonathan has brought a strong analytic focus to Real Results Marketing with innovative and actionable approaches for market segmentation, positioning and messaging, marketing channel strategy, and direct response marketing. He has rapidly established a reputation within the distribution industry for his knowledge and application of best marketing practices for distributors.

Managing Partner, Z2M4, Inc.
September 2001 – Present (18 years 5 months)
Since joining Z2M4, Jonathan has defined corporate strategy, developed marketing strategy, completed partnership and customer deals, as well as performed interim CxO roles for emerging and mid-market technology companies. As interim-CEO of RFID vendor SkyeTek, the value of the company quadrupled in seven months, the customer base doubled, and bookings increased by an order of magnitude.

His current focus is value based marketing. He leads the company practice in sales enablement, competitive positioning, and price improvement. His work in economic value modeling and price optimization has resulted in profitability improvements exceeding 10%.

CEO, IGS
August 1998 – August 2000 (2 years 1 month)
During Jonathan's time at IGS, the company delivered on more than 200 software projects based around a proprietary methodology he developed for high performance teams. At IGS he executed a market and sales strategy that involved direct sales of products and services to

telecommunications service providers including AT&T, ComCast, SBC, Verizon, and CLEC's and to equipment manufacturers including Lucent, Ciena, and optical start ups.

CEO
Bolder Heuristics
1990 – 1998 (8 years)
Jonathan combined his technical and business expertise to form Bolder Heuristics Inc. (BHI), a software services and consulting company. As CEO, he focused the company on working primarily with startup ventures in healthcare, telecommunications, and IT. Early successes propelled the company to an Inc. 500 award in 1997 for fastest growing companies.

With the telecommunications reform act of 1996, Jonathan focused BHI on telecommunications. In 1998 he raised venture capital and pursued a rollup acquisition strategy beginning first with IGS, a telecommunications middleware product company. Additional acquisitions resulted in service expertise in telecommunications network management and wireless applications.

Acting VP Engineering, Informed Access Systems
February 1993 – February 1995 (2 years 1 month)
In a stint as acting-VP Engineering for Informed Access, a provider of telephone based healthcare-triage, he drove development of the core products and services for the first two years. As a result, IAS became the leading North American triage software provider and was sold at 100x trailing revenues, to its leading competitor, for close to $300M.

Senior Software Engineer, Breit International
August 1984 – July 1986 (2 years)
Co-developed an intelligent computer-aided instruction product from concept to implementation.

Software Engineer, Martin Marietta
August 1982 – August 1984 (2 years 1 month)
Applied artificial intelligence techniques to perform automatic real-time fault handling of spacecraft hardware. Developed a front end for natural language understanding.

Education
University of Colorado Boulder
Ph.D., Computer Science, 1986 – 1992

Indiana University Bloomington
BA, Computer Science, 1978 – 1983