

# Tyler J. Noel

Noel Group  
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## 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*