

# Les LaMotte

*Expert Generalist / Imagineer*

421 E. Travelers Trail, Suite 105 • Burnsville • MN 55337 • 952-212-8592

[les@LesLaMotte.com](mailto:les@LesLaMotte.com)

---

- **Forward-thinking entrepreneur and innovator** continually forging profitable new paths, including transforming innovative ideas into a new global businesses.
  - Developed website in 1997 bringing in over \$250,000 for the next 14 years without SEO.
  - Created worldwide marketing pressure and reach by inventing and marketing the lightest weight portable display product in over 35 countries around the world.
  - Created an additional 22 products and built a complete line in less than 5 years.
- **Big picture strategist** able to *connect-the-dots* and *create a winning platform* for success.
  - Created a product that no one in the world has duplicated in quality and function and held significant market share for over 14 years.
  - Held up to 5 patents on the 22 products and over 5 trademarks.
  - Successfully negotiated a \$30,000 settlement for patent infringement of the product.
  - Blocked the entrance of a Swedish look-a-like product by trademarking the name in the US and then negotiated a forced buy out of the trademark and eliminated their further invasion of their products in the US market.
- **Excels in propelling growth** using *new and unique creative market penetration* leadership of national and international business first development strategies.
  - Outsourced products and parts manufacturing developing relationships with companies in Korea, China, Italy, and India.
  - Built Distributorship partnerships in over 600 locations in the US and 250 throughout the world.
  - Successfully used “Guerrilla Marketing” extensively to reduce marketing costs to under 5% of Gross Revenue.
- **Skilled negotiator and business developer** capable of *influencing sales* and *procuring contracts* with startups to Fortune 100 to 500 clients worldwide.
  - Developed relationships with and negotiated multi \$100,000 sales with companies such as Epson Japan, Ford Japan, Disney, Universal Studios, Best Buy, Salt Lake Olympics, Life Time Fitness, Mobile One Race Team, World Vision International, Wycliff Bible Translators, Steven Curtis Chapman, and Compassion International.
- **Purchased Corporate Real Estate** designed and administered an orderly move.
  - Negotiated purchasing a condo office / warehouse which included offices, large showroom, graphic design and printing, manufacturing and assembly facilities. The new facilities increased business traffic, product development, and manufacturing efficiency up to 500% and reduced overhead including only five key employees.

# Les LaMotte

*Expert Generalist / Imagineer*

421 E. Travelers Trail, Suite 105 • Burnsville • MN 55337 • 952-212-8592  
[les@LesLaMotte.com](mailto:les@LesLaMotte.com)

---

## PROFESSIONAL EXPERIENCE

**XTRA LITE DISPLAY SYSTEMS, INC. Burnsville, MN**  
*A Digital Design and Print Trade Show Marketing Company*  
**President / CEO / Founder - 1997-2011**

Founder and Chief Designer and market manager of this start-up, overseeing strategic and business mission planning, goal development, as well as R&D, business development, and sales/marketing. Serving as Board Member, facilitated the development of the Company's Charter. Identified revenue streams and dual "go to market" strategies. Benchmarked, orchestrated, and successfully led channel development, marketing collateral, training, and product development. Supervised staff of 5-7, successfully marketing services to over 850+ private enterprises and military / government organizations. Was responsible for the P&L and managing the financials and build revenue from \$425 to over \$1 Million per year for 10 years.

### **Key Accomplishments:**

- Key participant in the Design and R&D of the company's 25 patented products - light weight, compact portable display trade show technologies.
- Championed research of and feedback from existing Trade Show Market to deliver "first to market" technology – a successful launch internationally and then nationwide. Seamlessly adopted by Start-ups to Fortune 100 & 500's worldwide.

### **Awards & Organizational Memberships:**

- Minnesota Entrepreneur's Club 1997 to 2007
- Speaker on International Web Marketing at "Positively Minnesota" State of Minnesota
- Paul Harris Fellow from Rotary International
- Who's Who of Professionals
- International Who's Who of Professionals
- U.S. National Who's Who
- Strathmore's Who's Who Worldwide
- ASCAP singer / songwriter
- 2007 Los Angeles Music Awards "Worship Artist of the Year"
- Eagle Scout

## EDUCATION

**BA, Art; Graphic Design, 1973 - Moorhead State University, Moorhead, MN**

**Self Development and Research:** P&L, Product Development, Business Management, Manufacturing Design, Outsourcing, Plastics Injection Molding, Roto Molding, Aluminum Tubing Design, Product Design, Fiberglass, Digital Graphics Printing, Video / Editing Producing, Solar Panel Construction and Battery Design, Urban Planning, International Travel, Music Producing, Sound Recording / Editing, Macintosh and PC Computers, and Over 25 Core Graphic and Business Computer Software Programs. Teaching Art and Guitar.

# Les LaMotte

*Expert Generalist / Imagineer*

421 E. Travelers Trail, Suite 105 • Burnsville • MN 55337 • 952-212-8592  
[les@LesLaMotte.com](mailto:les@LesLaMotte.com)

---

## 5 Top Core Passions & Strengths:

### **Recognition:** Leader • Warrior • Adventurer

- Experienced project manager and extensive experience in world travel.
- Unique blend of graphic design, sales and marketing, research and development, technical and commercial insight.
- Demonstrates comfort with sharing the rough stuff with a thick skin, as well as the ability to accept not always getting all the attention or fully appreciated.

### **Mastership:** Visionary • Master Architect

- Instinctively uses critical thinking, and analytical problem solving skills.
- Deals well with ambiguity in a fast paced environment and gets results.
- Insatiable passion for identity, packaging, print, digital, video and business development.

### **Enlightenment:** Healer • Philanthropist • Humanitarian

- Maturity to speak out from a creative position and/or reveal a business side to accomplish the objective.
- Dynamic leader with expertise in training, mentoring, and motivating teams by creating a passion for achieving measurable goals.
- Consistent execution of wide-ranging business, marketing, communication, product launches, new offering introductions to bolster business opportunities into profit.
- Designs and presents with professional polish and expresses an authoritative and creative voice in a business setting.

### **Power:** C.E.O. • General Authority

- Works effectively with others to meet goals and satisfy multiple business objectives.
- A sensibility to identifying excellent copywriting and copy platforms in the absence of others creative input.

### **Change:** Rebel • RiskTaker • Free Spirit

- Cultivates relationships with major corporations and earns their respect and successfully opens strategic business lines of opportunities.