

# Laurie Sigillito

---

*With over thirty years' experience in building businesses, sales, business development and the management of complex technical projects involving multiple and remote organizations, I have developed valuable skills, including the ability to navigate large organizations, recognize and constructively address conflicts in cultures and business models, and help drive revenue while minimizing cost of sales.*

## **Experience**

### **2019 – present Local NEWS Network Durango, CO**

Launched a new corporation to rebuild Local NEWS in their communities across the country using a new business model for news production and distribution.

- Received \$250,000 Innovative Technology Matching Grant in 2020 from the State of Colorado Economic Development and International Trade.
- Launched 4 News Locations in 2 years
- 75% increase in sales over past 6 months

### **2009 – present FASTSIGNS | DurangoTV Durango, CO**

Own and operate a FASTSIGNS Franchise and local digital network that produces a video NEWS programs that focuses on businesses, lifestyle and events in Southwest, CO

- 2019 Rebranded DurangoTV NEWS to Local NEWS Durango to become the first official news licensee for Local NEWS Network.
- 2015 Expanded distribution of news programming to ABQ MeTV channel, and durangotv.com
- 2014 Won the prestigious FASTSIGNS Franchise of the year award
- 2013 Purchased Animas Media and started production of DurangoTV programming of Charter Cable
- 2012 Was named Entrepreneur of the Year by the Durango Chamber
- 2012 Won the FASTSIGNS Project of the year award for the Airport Project Implementation
- 2009 Won first place in statewide business plan competition.

**1995 – 2008 ETI (Evolutionary Technologies International) Austin, TX** ETI is a software company selling enterprise data integration management solutions into Fortune 2000-size companies.

### **Vice President, Business Development (2003-2008)**

- Initiated and nurtured a strategic partnership with Microsoft to the point that is generating over 50% of ETI's leads for new software sales.
- Introduced ETI to the Federal Market, building relationships with Booz Allen Hamilton, SAIC and Northrop Grumman.

### **Vice President, Alliances (1998-2003)**

- Managed a reseller relationship with IBM that at its height generated over 30% of ETI's software license revenue.
- Responsible for managing strategic accounts, such as BCBS MN, Boeing, Gillette, ANICO, and Alberta Health and Wellness which has resulted in a million plus revenue.

### **Manager, Consulting Services (1996-1998)**

- Built a team of Account Managers that focused on customer satisfaction and retention, achieving a 92% maintenance renewal rate year over year.

1

987-1995      **Amdahl Corp**   Sunnyvale, CA

**Sr. Project Manager (1993-1995) – Consulting Division**

**Software Engineering Manager (1989-1993) -- Software Division**

1984-1987      **EDS (Electronic Data Systems)**   Plano, TX

**Software Engineer – Research & Development**

**Education** 1980-1983   **University of Texas** at Arlington, TX

- B.A., Business Administration and Computer Science (MIS)

**References**   Available upon request

**Contact Info** I can be reached at 970-946-7980 or [laurie.sigillito@gmail.com](mailto:laurie.sigillito@gmail.com)