

# Louis Richardson

*Corporate Story Coach, Storyteller, Product Marketer, Evangelist, Consultant, Speaker, Executive Coach, Strategist, Analyst, Author, Humorist, Optimist, Creative*



## WHY I DO WHAT I DO



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## SUMMARY

I'm a creative optimist who believes each of us are here for a specific reason and we are called to serve others as stewards of the talents and opportunities we've been so graciously given. I've been blessed with an amazing family, incredible global experiences, impactful relationships and an insatiable desire to serve others as they discover, create and share their stories.

***"People are no longer buying goods and services. They are buying stories, relations & magic."*** Seth Godin

We live at the intersection of people and technology. And it's at that complex crossroad that many organizations and individuals suffer from not having or not hearing the proper story. Every day, awesome solutions are ignored because lesser solution providers have better stories.

**I help people understand.**

***"People don't care how much you know until they know how much you care."*** Theodore Roosevelt

I've been honored to invest my career in a diverse set of creative and challenging roles and industries. This experience allows me to understand and relate to a broad range of audiences around the globe. I'm comfortable connecting and sharing in board rooms as well as break rooms.

**I help people trust.**

***"People will forget what you said, they will forget what you did, but they will never forget how you made them feel."*** Maya Angelou

Understanding the value and differentiation of a technology solution can be overwhelming and leave the target audience feeling distant and unconnected. I've made a career of finding the unique and often simple way to express complex concepts in relatable and memorable ways.

**I help people feel.**

***"That's what we storytellers do. We restore order with imagination. We instill hope again and again and again."*** Walt Disney

We make decisions with our heart and then justify them with our minds. All too often we tell the 'what' and the 'how' which satisfies the mind, but we fail to gain movement. It's because we've not shared the 'why'. I have a relentless curiosity to uncover the why.

**I help people decide.**

# Career Experiences

<b>Corporate and Executive Story Coach</b>	<b>Marietta, GA</b>	<b>2020 – Present</b>
It's my privilege to have moved from serving in individual companies, into a private role where I have the honor of working with a myriad of corporations, organizations, teams and individuals who are in need of enhancing their story. Because of my background in sales, my story coaching is not only directed at improving individuals' ability to communicate and lead more effectively, but result in increased market, mind share and revenue.		
<b>Chief Storyteller</b>	<b>Syniti – Hyannis, MA</b>	<b>2019 – 2020</b>
Working directly with the CMO and Geo Presidents, I assist in the discovery, design, development and delivery of sales, marketing and enablement assets to drive revenue, increase brand awareness, display thought leadership, communicate value and declare our differentiation to our current and prospective customer base. I serve to assist and coach as a member of projects and teams that cross sales, marketing, consulting, enablement and engineering.		
<b>Chief Storyteller</b>	<b>IBM – Armonk, NY</b>	<b>2010 – 2019</b>
I have the privilege to serve in the curation and development of customer stories as well as spearhead our transformation to a culture of leveraging story principles in our daily efforts. I work alongside global and geo specific teams of sales, marketing and enablement professionals who serve to increase brand awareness and market share around the world. I am honored to mentor, consult and am often called on to speak at events and customer briefings. I leverage digital channels for messaging via my social blogs, videos and posts.		
<b>Sales Executive</b>	<b>IBM – Armonk, NY</b>	<b>2004 – 2010</b>
Responsible for the worldwide revenue associated with social collaboration solutions resulting in one of the fastest growing areas in IBM software.		
<b>VP Marketing / Director of Operations</b>	<b>Green Pasture Software – Corvalis, OR</b>	<b>2001 – 2004</b>
Served by producing marketing materials and coordinating sales events to raise awareness of our brand and solutions. Additionally, I managed our consulting, training, customer support and our partner relationships.		
<b>Senior Sales Engineer</b>	<b>Webforia – Bellevue, WA</b>	<b>1999 – 2001</b>
Consulted, developed prototypes, created and delivered presentation and marketing assets		
<b>Director</b>	<b>Crawford and Company – Atlanta, GA</b>	<b>1997 – 1999</b>
Introduced digital imaging technologies in the insurance claims and medical bill processing business units		
<b>Senior Business Consultant</b>	<b>Intertech – Atlanta, GA</b>	<b>1996 – 1997</b>
Chief technical advisor and solution consultant for our services engagements		
<b>Sales Engineer</b>	<b>Saros – Bellevue, WA</b>	<b>1995 – 1996</b>
Helped design, create and deploy enterprise-wide document management solutions		
<b>Consulting Services Manager</b>	<b>Interleaf – Waltham, MA</b>	<b>1992 – 1995</b>
Managed the consulting services teams and engagements for the Southeast US		
<b>Business Development / Customer Support Mgr</b>	<b>Bellsouth Information Systems – Atlanta, GA</b>	<b>1988 – 1992</b>
Assisted in shaping the product direction in the emerging information services market		
<b>Technical Publications Systems Manager</b>	<b>Lockheed Martin – Atlanta, GA</b>	<b>1984 – 1988</b>
Led the transition from paper to digital for Lockheed's technical documentation production		
<b>Systems Analyst</b>	<b>Georgia Tech Research Institute – Atlanta, GA</b>	<b>1982 – 1984</b>
Developed software solutions and managed computer systems in support of national defense contracts		
<b>Programmer Analyst</b>	<b>United States Air Force – San Antonio, TX</b>	<b>1978 – 1982</b>
Developed software to assist USAF personnel and aircraft in response to electronic warfare situations		

## Objective

To identify organizations and individuals whose story and messaging is not on par with their products or services.

"What can beat a great product? A better story! If you have a great product and a mediocre story and I have a mediocre product and a great story, I'll beat you everyday!" – Louis Richardson