



CLIFTON E. MASON

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2585 Thornley Court
Aurora, IL 60504

EDUCATION

MS	Master of Business Administration Roosevelt University, Chicago, IL	2021
BS	Computer Science Ohio University, Athens, OH	1978

TEACHING EXPERIENCE

Executive Summary

Over 30 years of experience teaching undergraduate courses as a part-time lecturer. Have delivered instruction in both live and online environments, developed quizzes, exams, interactive classroom exercises, homework, and coordinated grading and overall student evaluations. The range of class sizes has varied from 10-30 students per semester.

Richard J. Daley College, Chicago, IL 2023 to Present
Adjunct Professor, Business Department
Undergraduate-level courses covering general business: Leadership & Management, Marketing, Organizational Structure, Ethics & Social Responsibility, and Human Resource Management

Joliet Junior College, Joliet, IL 2017 to Present
Adjunct Professor, Corporate & Community Services Department
Non-credited courses covering first-line supervisory skills: Team Building, Effective Communication Skills, Employee Retention, Performance Evaluations, and Leadership Fundamentals

College of DuPage, Glen Ellyn, IL 1996 to 2001
Adjunct Professor, Computer and Information Technology Department
Undergraduate level courses covering computer-related topics: Introduction to Computers, COBOL Programming, Basic Hardware and Software terminology, Structured Design Methodology, Management Reporting, UI Design, and Business Intelligence

Central State University, Wilberforce OH 1987 to 1989
Adjunct Professor, Computer and Information Technology Department
Undergraduate level courses covering computer-related topics: Introduction to Computers, COBOL Programming, Basic Hardware and Software terminology

Sinclair Community College, Dayton, OH 1983 to 1987
Adjunct Professor, Computer and Information Technology Department
Undergraduate level courses covering computer-related topics: Introduction to Computers, COBOL Programming, Basic Hardware and Software terminology

The University of Cincinnati, Cincinnati, OH 1979 to 1981
Adjunct Professor, Business and Technology Department
Undergraduate level courses covering computer-related topics: Introduction to Computers, COBOL Programming, Basic Hardware and Software terminology, Structured Design Methodology, and Management Reporting

PROFESSIONAL EXPERIENCE

Executive Summary

A seasoned business, marketing, and education professional with a proven track record of leading market entry strategies that scale businesses, creating captive value propositions and marketing collateral to successfully launch new products. Expertise in people and project management, combining strong business vision and technical acumen to drive effective results through team building, talent development, business alliance expansion, and sales enablement. Equally capable of building and managing high-performing project teams or working independently to enhance performance, boost competitive advantage, and increase bottom-line gains.

NatCam Digital Solutions, Aurora, IL 2012 to Present
Head of Product Marketing

Build, manage, and mentor project teams leading the development and execution of integrated marketing programs. Develop comprehensive and executable business plans that include market analysis, digital and traditional go-to-market launch factors, and proposed project timelines.

PeopleReady, Chicago, IL
Product Marketing Director

2022 to 2023

Synthesized market, consumer, product, and competitive inputs in order to drive the highest possible revenue, investigating short-and-long-term market trends. Cultivated strong relationships with key stakeholders through collaborative matrix management, developed and implemented change management, product management, and sales enablement strategies. Led the building of a robust digital library of customer success stories and related sales collateral.

Molex, Lisle, IL
Program Manager / Marketing Strategist

2015 to 2022

Spearheaded development and execution of strategic programs in partnership with business unit leaders and internal stakeholders in a cross-functional, matrix management environment. Built and managed a geographically diverse team in delivering sales enablement content and tools supporting strategic sales initiatives and programs. Facilitated go-to-market, cross-functional planning meetings to promote new product launches.

ADP Dealer Services, Hoffman Estates, IL
Product Marketing Director

1997 to 2012

Championed strategic product initiatives for the integration of new acquisitions. Directed high-performing product teams through all phases of the product lifecycle from concept to launch.

NCR / AT&T, Dayton, OH
Manager, Corporate Education

1981-1997

Department manager for NCR's largest training organization within their U.S. Services Division. Designed, developed, and implemented technical courseware (COBOL Programming, UNIX Operating System, and Networking), for the education of clients and internal support associates in company-owned U.S. locations.

PROFESSIONAL DEVELOPMENT

Sales Enablement Professional, Sales Enablement PRO, Seattle, WA - 2022

Executive Briefing, Pragmatic Institute, Scottsdale, AZ - 2012

Diamond Business Partners Program, Cranfield University, Bedford, UK - 2010

Strategies for Global Competition, AT&T School of Business, Somerset, NJ – 2008

HONORS AND AWARDS

CEO Award, Molex	2017
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Community Partner Award, Westwood College	2013
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Community Service, National Sales Network	2012
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President's Award, ADP Dealer Services	2002
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High Impact Player Award, ADP Dealer Services	1999
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Sales Leadership Award, AT&T	1996
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John Newton Templeton Award, Ohio University	1978
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Senior Leadership Award, Ohio University	1978
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COMMUNITY SERVICE

Oakhurst Community Homeowners Association

Board of Director, Aurora, IL,	2012 to 2022
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Quad County African American Chamber of Commerce

Executive Director, Aurora, IL,	2013 to 2015
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LANGUAGES

English: Native Language

GRANTS

Waubonsee Community College Small Business Development Center “Neighborhood Revitalization Strategic Area” (\$33,500), 2014.

City of Aurora Community Development Block Grant “On-line Job Match” (\$15,000), 2015.

BLOG ARTICLES

Mason, C. (2021), Creating a Competitive Advantage Through Intentional Talent Acquisition, <https://salesenablement.pro/expertise/creating-a-competitive-advantage-through-intentional-talent-acquisition/>

Mason, C. (2021), Getting Back-to-Back Basics to Enable Virtual Selling, <https://salesenablement.pro/expertise/getting-back-to-the-basics-to-enable-virtual-selling/>

Mason, C. (2023), A Commitment to Innovation, <https://natcamdigitalsolutions.com/f/a-commitment-to-innovation-1>

REFERENCES

Dr. Robert Harris, Program Director

College of Business

Lewis University

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Scott Keller, VP of Portfolio Strategy & Management

DRAIVER

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