



Randy Dawson

Mr. Dawson founded BDStrategies LLC in 2004. His 20-year career has afforded him broad leadership experience across the areas of marketing, sales, business development, alliances, product management, economics and corporate audit. Working within a global context in a variety of industries and roles, Mr. Dawson's experience provides him the ability to see the big picture, analyze it from a number of functional strategic perspectives, map out a plan and then implement.

Mr. Dawson has held previous positions as Director of Business Development for a sports marketing/ticketing technology company and Director of Strategic Alliances for a global software company. He was a Product Marketing Manager and a Sales Account Executive at a large global electronic commerce company. Mr. Dawson also led the state-level strategic planning efforts for the public policy division of the Indiana Governor's office. Earlier in his career, Mr. Dawson held corporate audit positions with several Fortune 500 corporations.

Mr. Dawson has an MBA in Marketing and Economics & Public Policy from the Kelley School of Business at Indiana University; and a BS in Accountancy from Miami University in Oxford, Ohio.