NEIL W. RUDDEN

42 Sunset Drive
Croton on Hudson, NY 10520
(914) 720-1120

EXPERIENCE:

Senior Director, 2009 – Present
Interactive Data Corporation, New York, NY

- Responsible for all aspects of global business development of the 7ticks division, a highly technical trading infrastructure solution, including: sales business, strategic and tactical plans, marketing/brand recognition, client satisfaction, productivity improvement and operational effectiveness.
- Leading a global sales and account management team focused on driving new business and revenue containment within Interactive Data's largest and most strategic customer relationships.

    Key Achievements:
    - 7ticks division revenue more than tripled during tenure.
    - Promoted from a 7ticks leadership role to run a strategic team within Interactive Data's largest division.
    - Continuing to demonstrate strong execution. YTD percentage of group sales target – 132%

Associate Director, 2006 – 2009
Moody's Corporation, New York, NY

- Responsible for promoting a wide variety of credit and risk services among financial market participants through a consultative sales approach.
- Consistently demonstrated strong leadership and management skills including effective judgment and decision making, delegation of tasks and responsibility, colleague motivation and development, communication and organization.

    Key Achievements:
    - Achieved 109 percent of target during 2006, which was the highest of my team.
    - 2008 renewable sales team leader. Grew 2008 renewable sales by 15%, the most on my team.
    - Aaa (President's) Club Member in 2007, during the first year of eligibility, and in 2009.
    - 2007 total revenue growth was $1,173,000.
    - Achieved top ranking within the sales organization for "best practices" in 2007.
    - Chairperson of the ACTION Committee.

Senior Account Executive, 1998 – 2006
Interactive Data Corporation, New York, NY

- Managed and sold market data services including real-time exchange data, fixed income information, company fundamental data, foreign exchange and news.
- Sold data feeds, third party and proprietary software, web-hosting and consulting solutions.
- Generated new business and managed existing accounts throughout territories in the Northeast and Mid-Atlantic States and Latin America.
- Collaborated with Interactive Data sister companies FTID and eSignal successfully in cross-selling initiatives.
- Created proposals and negotiated contracts utilizing various advertising, licensing, transaction fee and usage based revenue models.
- Identified and closed business predominately with trading firms, hedge funds, investment banks and brokerages.

    Key Achievements:
    - 2004 U.S. Sales Executive of the Year. Exceeded quota by more than 25% with over $1,000,000 in new business sales. Sold a $385,000 global redistribution contract whose clients include: ABN Amro, BNP Paribas, Deutsche Bank, DKR Oasis, London International Bank and Royal Bank of Scotland.
    - President's Club Fiscal Years 2000, 2002 and 2004.

- Consistently surpassed goal of $800,000 in new sales throughout tenure at ComStock, formerly a division of Standard & Poor's.

Sales Representative, 1997 – 1998
Automatic Data Processing Inc., San Francisco, CA
- Sold ADP's market data services to institutional investment firms throughout the western region of the U.S.
- Worked closely with clients' technical, operational and financial contacts to ensure a smooth installation and operation of all ADP product lines including real-time market data and 3rd party research.
- Client base included Montgomery Securities, Robertson Stephens, Bank of America and Bear Stearns.
- Managed the resolution of post-sale issues for over 30 clients through coordination with ADP's Order Management, Client Support, Development and Billing Departments.

Sales Support Specialist, 1997
Automatic Data Processing Inc., San Francisco, CA
- Promoted within one year to sales department.
- Assisted Account Management and Sales departments with scheduling, conducting product demonstrations, writing proposals and client training.
- Worked with sales executives in all aspects of the sales process including prospecting, cold-calling, qualifying, meeting with clients, closing, etc.
- Converted and upgraded over 20 clients from the legacy system to ADP's newest market data platform.
- Maintained account databases, files and client records.

Client Support Analyst, 1996 – 1997
Automatic Data Processing Inc., Jersey City, NJ
- Promoted within one year to technical support group.
- Designed and implemented the ADP products training program for the Shark Client Support Department.
- Created the Standard Operating Procedures for the technical support of all ADP Partner clients.
- Provided support for clients involved in Workstation/Server outages.

Client Training Representative, 1995 – 1996
Automatic Data Processing Inc., Mount Laurel, NJ
- Provided on-site training and support of real-time financial data services for brokers, traders and sales assistants throughout the U.S.
- Assisted the Client Support Center with on-site troubleshooting of network, hardware and software issues.
- Worked with the Quality Assurance department to test various ADP software platforms.

English Instructor, 1994
ELS International, Pusan, Republic of Korea
- Devised and instructed lesson plans including business, finance, and current events.
- Prepared students for career oriented entrance exams.

EDUCATION:

Bachelor of Science Degree (BS), 1994 – State University of New York, College at Oswego, Major: Marketing, Concentration: Finance

PROFESSIONAL DEVELOPMENT/ACTIVITIES:

Dale Carnegie's Sales Advantage, Miller-Heiman's Strategic Selling, Science of Selling, Negotiation Dynamics, Oswego State Wrestling, American Marketing Association, BA Student Advisor, VA Volunteer.

REFERENCES PROVIDED UPON REQUEST