

ABOUT the Authors

BUILDING A SUCCESSFUL SELLING ORGANIZATION



THE CRITICAL PATH
TO EXTRAORDINARY RESULTS

ART WILSON

WITH MIKE MORTON, MIKE HIGGINS, AND KEN EVANS

Mike Morton is managing partner and chief operating officer of CPS. He is responsible for the company's operations and consulting practices. Under his leadership, CPS has developed new product offerings and expanded its client list. Morton is also an in-demand facilitator at client workshops and strategy sessions.

Morton's 25-year career comprises executive management positions in finance, information systems, strategic planning, and mergers and acquisitions in the retail and materials industries. He co-founded a U.S.-based building and home improvement retailer, which subsequently was acquired by Kmart Corporation, and founded and served as president of a Texas-based, value-added reseller of IBM products and systems integrator.

Morton holds a graduate degree in business administration from the University of Denver in Denver, Colorado, and an undergraduate degree from the University of Mississippi.

After a 30-year career in sales, sales management, and senior executive management, CPS partner **Mike Higgins** is a widely recognized leadership authority and highly sought-after facilitator.

Higgins spent 14 years with IBM Corporation, where he served in sales, sales management, product management, and executive management. While in sales, he qualified for all nine of the One Hundred Percent Club annual awards for which he was eligible. As president of Cox Educational Services and managing partner of Brooks International, Higgins led the development and implementation of workplace education programs designed to address functional literacy and improve performance, specifically organizational redesign and change implementation. He also served as president of a full-service provider of maintenance and service for large mainframe-connected printing systems throughout Texas.

Higgins received an undergraduate degree in business administration from the University of North Texas in Denton, Texas, and a master's degree in international studies from Georgia State University in Atlanta, Georgia.

As CPS managing partner, Sales and Marketing, **Ken Evans** is responsible for the company's sales and marketing outreach. He also has primary responsibility for CPS' Chief Sales Officer Agenda consulting practice.

Evans' 25 years of diverse industry experience in sales, sales management, and executive management is a valuable resource in helping clients create successful selling organizations. A "reengineer," Evans led a \$1-billion sales and service organization for IBM Corporation, and designed sales and service organizations and national accounts programs for Waste Management, Inc. In his next assignment, Evans consolidated six fluid power and motion control distribution companies and served as president of the new entity. He branded the enterprise, developed its go-to-market strategy, and instilled a sales and service culture to address customer business needs.

Evans earned a bachelor's degree from Washington and Lee University in Lexington, Virginia, and a master's degree in business administration from Southern Methodist University in Dallas, Texas.

Art Wilson founded Critical Path Strategies in 1992. A career-long student of corporate best practices, Wilson created the global consulting company to help clients identify and implement best practices of world-class selling organizations. His recognized knowledge and personal success in the sales arena are the foundation of CPS' customized sales processes, methodologies, and consulting offerings to enhance client-to-client and client-to-vendor effectiveness.

Prior to founding CPS, Wilson spent 23 years in sales and sales management with IBM Corporation. As an account manager, Wilson was recognized for five consecutive years as one of the top 10 sales representatives in IBM's 5,000-person U.S. sales force, including being named top salesperson one year.

Wilson holds an undergraduate degree in business administration from The University of Texas at Austin and a master's degree in business administration from St. Edward's University in Austin.