

Biography

National Sales Executive, CPI-HR, Inc.

Current: In July 2015, Mike returned to his Human Resource roots and joined several ex-ADP'ers at CPI-HR in a Sales role.

CPI-HR applies premium technology, sound financials, and a high-caliber roster of dedicated HR professionals to the challenges of the Human Resource function: **Payroll, Compliance, Compensation, Benefit Plan Design, Workforce Management, Applicant Tracking**, and so on.

Combined with his unique and diverse business background, Mike brings an extremely competitive value prop to CPI-HR clients in various industries, as well as the HRIS industry at-large.

History: From late 2009 to mid 2015, Mike founded and ran WebWisedom LLC. An Enterprise Social Technology / Social Media / Digital Business consultancy, WebWisedom consulted to insurance companies and large agencies worldwide on the implementation of Social Technologies. Previously, in the 2000's, Mike led e-Commerce sales efforts within the insurance industry for a niche Web developer, primarily in the health and life vertical. In the 1990's, Mike spent 10 years with ADP in sales, sales training, and sales management.

Accomplishments: Along the way, Mike achieved ADP's President's Club four times, served on the Judging Panel for the AM Best E-Fusion Award twice, and served on the Board of Directors of the Professional Insurance Marketers Association (PIMA).

Publications: Since 2005, Mike has been Blogging on business and technology at <http://www.webwisedom.com>. Mike also wrote the chapter on Sales in the crowdsourced book, [Enterprise Social Technologies](#), published in the Fall of 2010. Mike is currently writing his first book on Digital Business.

Education: Mike holds a BA from the University of Washington and was about 80% done with an MBA program before a corporate relocation.

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