

# John Kruger

Success is the result of persevering through failure

jkruger@initiatedemand.com

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## Summary

20+ years of business experience with a technological flair. I have been designing/developing new business projects since 1994. My work has been recognized for a range of topics including: digital strategy, business development, channel growth, design, e-commerce excellence, systems integration, and small business consulting. My diverse skill set provides me with the tools to own a technical advantage over my competitors. With experience spanning many industries: Real Estate, Industrial Supply, Outdoor Sports, Overland Travel, Security, Soft Goods, Programming Services, Consulting and Public Speaking. I greatly enjoy the challenges of multi-site implementations. I have worked through implementations of Google Apps, Salesforce, Peoplesoft, POS systems, Data Networks, IP camera systems and data centers.

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## Experience

### **President at Initiate Demand**

July 2007 - Present (7 years 7 months)

Initiate Demand - Digital Creative Agency We do more than just build great websites. Our teams combined knowledge and experience in website design, search marketing, social networking, backend programming, are ready to serve your needs. Internet Marketing: Whether you need a brand new website, a re-design or you need some expertise to help you branch out to social media, that's what we're here for. We've helped hundreds of clients expand their business and focus their efforts on where it matters most; acquiring new clients and customers. Let us branch out your company to the deepest corners of the web and the most popular social media websites to help you rank higher and gain more exposure for your website. Reputation Management: We offer a comprehensive reputation management solution. We understand how important an online reputation is and how it can make or break your business. We dedicate a team of qualified professionals to each account. We are not your cookie cutter out of the box reputation management firm, we customize each program to your needs.

*19 recommendations available upon request*

### **President at Simple Guardian, Inc**

September 2003 - July 2007 (3 years 11 months)

Security company, providing online alarm systems management and components for small business, residential and commercial applications. Responsible for bottom line factors including vision, strategic planning, vendor relations, product management, software development, and daily operations. Championed partnership with CenturyTel to develop a residential security program for existing CenturyTel customers.

Grew from a 3 county development project, to 15 states. SG maintained the Dealer/Integrator contract to cover the program directly in Missouri, Alabama, and Wisconsin.

### **IT Manager at Fastenal**

1996 - 2004 (8 years)

Lead technical support operations and increased involvement in development and deployment of technology strategy. Worked through large scale deployments of global infrastructure including: POS application development and design, PeopleSoft implementation and customization, WMS (Red Prairie), and numerous other hardware and software applications.

*2 recommendations available upon request*

### **Owner/Guide at Expedition Outfitters, LLC**

September 1998 - September 2003 (5 years 1 month)

Professional fly fishing guides and expedition travel experts. Focus was on overland travel throughout North America, with a number of paddling excursions into Northern Canada and Nunavut.

### **IT Manager at CUES**

September 1995 - September 1996 (1 year 1 month)

### **Intern at Dairyland Power Cooperative**

1993 - 1995 (2 years)

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## Skills & Expertise

**Marketing Strategy**

**Online Branding**

**Start-ups**

**Internet Strategy**

**Affiliate Marketing**

**Email Marketing**

**SEO**

**SEM**

**PPC**

**Traffic Generation**

**Facebook**

**Twitter**

**Ning**

**Google**

**Google Adwords**

**Google Apps**

**Skype**

**Social Networking**

**Online Communities**

**Forums**

## **Software Project Management**

**Scrum**

**Open Source**

**Joomla**

**Wordpress**

**Drupal**

**Magento**

**Virtuemart**

**Salesforce.com**

**Real Estate**

**Team Leadership**

**Strategic Leadership**

**Staff Development**

**Distribution**

**Servant Leadership**

**IT Strategy**

**Business Strategy**

**Statistics**

**Social Media Marketing**

**Carpentry**

**Arc Welding**

**Masonry**

**Outdoors**

**Agile Methodologies**

**agile marketing**

**Online Reputation Management**

**Marketing**

**Online Marketing**

**Management**

**E-commerce**

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## **Volunteer Experience**

### **Board of Directors at Global Ground Work**

2011 - Present (4 years)

Provide Vocational Education to the people of Cite Soleil, Haiti. Support Haitian-driven projects that give Haitians greater independence. Partner with other like minded organizations to promote the rebuilding of Haiti, by the Haitian people. Promote Haiti, and encourage others to teach, volunteer or donate their gifts.  
[www.globalgroundwork.org](http://www.globalgroundwork.org)

### **Wisconsin YES! Judge at Wisconsin Yes**

2012 - Present (3 years)

Wisconsin YES! (Youth Entrepreneurs in Science) brings together the creative youth of Wisconsin and people working in the region's commercial tech sectors to help students turn their inventions and business ideas into real business plans. <http://www.wisconsinyes.com/>

### **Volunteer Webmaster at First Free Church**

September 2007 - March 2012 (4 years 7 months)

Provide technical support and direction. Manage MS Exchange, MS Server 2003, VERITAS, Networking, Telecom and Firewalls with mixed environment of PCs and Macs. Create and maintain the website, Facebook pages, Adwords marketing. - Implemented an online Church Management Software solution, combining numerous internal programs including: ACS and EMS. - Converted from MS Exchange to a Google Apps platform - Introduced electronic Child Checkin systems

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### Education

#### **University of Wisconsin-La Crosse**

Bachelor of Science, Business Administrator, 1988 - 1995

#### **Oregon Senior High**

1986 - 1988

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### Interests

serving others through the use of my skills and talents

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## 21 people have recommended John

"John is a marketing genius. Smartest guy I know. He knows the market and knows how to get people's attention with his creativity."

— **Joe Roraff**, was John's client

"John (Initiate Demand) provides creative and innovative solutions for your business. He helped us set up our website and then helped get us on Google's first page of results for our industry search parameters. Great value and honest service."

— **Todd Young**, was John's client

"I've known John on a personal and professional level for many years now and appreciate his desire and willingness to support his clients with creative solutions. More important than that ability, however, is his commitment to servicing clients with integrity. That carries a great deal of weight with me in all things..."

— **Brett Smith**, was John's client

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— **Michael Ablan**, was John's client

"John is great to work with. He has a desire to take the information you give him and create something that speaks to your customers. John understands how customers use the Web to do business and helps you understand as well. I encourage anyone to look into John and his company doing your web design and or improve upon what you already have."

— **Roger Dunn**, was John's client

"John is a highly talented expert in the IT/Web Development field. His customer focused approach to business and strong desire to deliver the highest quality results to his clients are a powerful combination. John is a real professional who delivers results."

— **Mark Platt**, was John's client

"John is a marketing guru when it comes to driving traffic to your website. His strategies initiate responses in the general public in an honest and effective manner. If you're looking for more eyeballs on your website, John will deliver beyond your expectations. You'll find his processes qualify your viewers and easily convert website visitors into buyers. Initiate Demand is a good honest company with great results."

— **Scott Wilcox**, *Singer/songwriter/owner/producer, Bear Creek Recording*, was a consultant or contractor to John at Initiate Demand

"I had the pleasure to watch John conduct a public teaching session and believe he has exceptional talent with listening, relating and collaborating. I think John would make an excellent addition to team in various industries."

— **Asha Bianca**, *VP of Real Estate Education, Kaplan*, worked directly with John at Initiate Demand

"John is excellent at what he does. He is attentive to detail and a great man to work with. He does everything with excellence and integrity. I strongly recommend him to you."

— **Dr. David Holt**, was John's client

"John gets the job done and it is reliable. I endorse John for his work on our website at Multistack. He has a great attention to detail."

— **Timothy P. Blaeser, M. Ed.**, was John's client

"Simply said....John meets and exceeds the standards!"

— **Darren Farquhar**, was John's client

"John and Rout have provided VeriCor with an exceptional website and customer service. When we have a question, they are there...prompt and willing to help. As an added bonus, he not only provided the "fish" but showed me how to "fish". I highly recommend using John on your next project! Thanks John!"

— **Luther Olson**, was John's client

"John gets his work accomplished and can be counted on for his opinion when asked. John works hard to please his customers. John understands what his customers want and learns the rhythm of their business."

— **Timothy P. Blaeser, M. Ed.**, was John's client

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— **John Norgaard**, was John's client

"We were establishing a new division of Multistack and needed a website with interactive features. John took control and delivered a great product, on time and within budget"

— **Howard Kelly**, was John's client

"I love John's work. He took my website concept and ran with it and delivered. It has opened the doors to new business. And is exactly what I hoped would happen."

— **Steve Johnston**, was John's client

"John has been and always continues to be a great asset to myself. His vast knoweledge of the internet, and his web site building has been nothing but A plus. John is truly a expert in his field, and I would not be afraid to refer him to anyone, exept my compitition."

— **Eric Ristey**, was John's client

"John was our on-site IT guy, able to fix issues remotely and effectively. He will help you succeed!"

— **Art Brown**, *Children's Pastor, First Free Church*, worked with John at Rout, Inc

"I would use John and his company for all of my IT needs from web sites to hosting to any other IT needs I would have. He is an expert in what he does, very detailed oriented, is very personable and has great communication with his clients. He and his staff are very creative, has the highest integrity for being trustworthy to extremely reliable. He can give anyone great results from concept to site launch. He is extremely conscious of meeting deadlines and will strive to be sooner rather than later. What you get from them is great value and professional results. I would highly recommend him."

— **Gale Kruger**, was John's client

"John was my one of my very first managers after completing college. He was able to guide me and start my career in the right direction when I didn't necessarily know exact direction I wanted my career to go. He was very good at getting his employees to focus on what needed to be done and made sure they all knew what their efforts meant to the overall direction of the organization. John is a top notch talent and would be an asset to any organization."

— **Ben Wiegert**, *Programmer, Fastenal*, reported to John at Fastenal

"I found John to be a capable and progressive manager when I worked for him at Fastenal . An example of this is my first assignment from John, which was to explore our building, introduce myself to whoever I found, and ask them what they were working on. It gave me a sense of the place that would have taken me months to acquire otherwise. I've always thought it was a pretty neat way to introduce someone to their new company."

— **Jim Womeldorf**, *Computer Programmer/Analyst, Fastenal*, reported to John at Fastenal

[Contact John on LinkedIn](#)