

# *Marketing Excellence Inc.*



**Emilio Vargas II** is co-founder and President of Marketing Excellence Incorporated. He has over 17 years of marketing and business management experience. Emilio developed his expertise while working as a marketing and business executive for several distinguished companies including Delta Airlines, Marriott, United Parcel Service, ENCAD (A Kodak Company) and SKF.

Emilio graduated from Saint John's University in New York with a Bachelor of Science degree in Public Accounting. He earned two master's degrees from Pace University's Lubin School of Business, New York—MBA Strategic Marketing and MBA Organizational Behavior. Upon finishing his undergraduate degree, Emilio entered the U.S. Army as a Commissioned Officer where he served 5 years on active duty in various locations throughout the United States, Germany, and the Persian Gulf. His military service provided him excellent leadership and management skills, which he has utilized in his marketing and management career.

After completing his military commitment, Emilio worked as a Research Analyst with Marriott Corporation in New York City. Marriott provided Emilio with an excellent foundation and knowledge of research analysis, customer relationships, and business processes. Emilio then joined United Parcel Service (UPS) as a Business Development Manager specializing and focusing on the legal and financial industries. He contributed to numerous strategic projects including the introduction of a UPS overnight service, Early AM.

In 1996, he moved to San Diego to work as a Product Manager for ENCAD Inc, an Eastman Kodak Company. During his time with ENCAD, he managed the marketing programs for various wide-format digital printers, software, and consumables. He also helped with the start-up of two new business units. This resulted in an expanded market breadth and the introduction of a very profitable OEM division. In 2000, Emilio went on to work at SKF, Inc as a Product Line Manager where he oversaw a complete range of marketing programs and activities. He led a strategic initiative to introduce a new enterprise-wide software application, SKF Machine Suite. The software became the company's showcase product as well as an industry standard for machinery condition analysis and inspection. He led the globalization strategy and technology development efforts that helped SKF become a global leader in a business strategy called Operator Driven Reliability.

Emilio is active with several business and Veterans' organizations. Emilio teaches marketing, management, and leadership at Alliant International University and the University of Phoenix. He also serves on the Alliant International University Academic Advisory Board for Marketing and Public Relations.

Emilio has a personal goal to provide a level of "Marketing Excellence" that exceeds client expectations. Under Emilio's direction, Marketing Excellence is continually improving its capabilities to provide increasingly innovative solutions to its clients. His leadership has resulted in an organization that delivers a complete portfolio of marketing services from concept building and planning to implementation and market launch.