

Louis Richardson

Chief Storyteller, Evangelist, Speaker,
Author, Coach, Humorist, Optimist, Creative



WHY I DO WHAT I DO

“People will forget what you said, they will forget what you did, but they will never forget how you made them feel.” Maya Angelou

I’m a storyteller not merely by title but also by nature. I’m an optimistic visual thinker and enjoy tapping into the creativity of others. I believe in the potential of people and have a passion to help individuals recognize and realize their individual and corporate visions.

I help people feel.

“People don’t care how much you know until they know how much you care.” Theodore Roosevelt

I’ve been honored to invest my career in a diverse set of creative and challenging roles and industries. This experience allows me to understand and relate to a broad range of audiences around the globe. I’m comfortable connecting and sharing in board rooms as well as break rooms.

I help people trust.

“People are no longer buying goods and services. They are buying stories, relations & magic.” Seth Godin

We live at the intersection of people and technology. And it’s at that complex crossroad that many organizations and individuals suffer from not having or not hearing the proper story. Every day, awesome solutions are ignored because lesser solution providers have better stories.

I help people imagine.

“That’s what we storytellers do. We restore order with imagination. We instill hope again and again and again.” Walt Disney

We make decisions with our heart and then justify them with our minds. All too often we tell the ‘what’ and the ‘how’ which satisfies the mind, but we fail to gain movement. It’s because we’ve not shared the ‘why’. I have a relentless curiosity to uncover the why.

I help people decide.



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SUMMARY

I’m a creative optimist who believes each of us are here for a specific reason and we are called to serve others as stewards of the talents and opportunities we’ve been so graciously given. I’ve been blessed with an amazing family, incredible global experiences, impactful relationships and an insatiable desire to serve others as they discover, create and share their stories.

Career Experiences

Chief Storyteller	Syniti – Hyannis, MA	2019 – Present
Working directly with the CMO and Geo Presidents, I assist in the discovery, design, development and delivery of sales, marketing and enablement assets to drive revenue, increase brand awareness, display thought leadership, communicate value and declare our differentiation to our current and prospective customer base. I serve to assist and coach as a member of projects and teams that cross sales, marketing, consulting, enablement and engineering.		
Chief Storyteller	IBM – Armonk, NY	2010 – 2019
I have the privilege to serve in the curation and development of customer stories as well as spearhead our transformation to a culture of leveraging story principles in our daily efforts. I work alongside global and geo specific teams of sales, marketing and enablement professionals who serve to increase brand awareness and market share around the world. I am honored to mentor, consult and am often called on to speak at events and customer briefings. I leverage digital channels for messaging via my social blogs, videos and posts.		
Sales Executive	IBM – Armonk, NY	2004 – 2010
Responsible for the worldwide revenue associated with social collaboration solutions resulting in one of the fastest growing areas in IBM software.		
VP Marketing / Director of Operations	Green Pasture Software – Corvallis, OR	2001 – 2004
Served by producing marketing materials and coordinating sales events to raise awareness of our brand and solutions. Additionally, I managed our consulting, training, customer support and our partner relationships.		
Senior Sales Engineer	Webforia – Bellevue, WA	1999 – 2001
Consulted, developed prototypes, created and delivered presentation and marketing assets		
Director	Crawford and Company – Atlanta, GA	1997 – 1999
Introduced digital imaging technologies in the insurance claims and medical bill processing business units		
Senior Business Consultant	Intertech – Atlanta, GA	1996 – 1997
Chief technical advisor and solution consultant for our services engagements		
Sales Engineer	Saros – Bellevue, WA	1995 – 1996
Helped design, create and deploy enterprise-wide document management solutions		
Consulting Services Manager	Interleaf – Waltham, MA	1992 – 1995
Managed the consulting services teams and engagements for the Southeast US		
Business Development / Customer Support Mgr	Bellsouth Information Systems – Atlanta, GA	1988 – 1992
Assisted in shaping the product direction in the emerging information services market		
Technical Publications Systems Manager	Lockheed Martin – Atlanta, GA	1984 – 1988
Led the transition from paper to digital for Lockheed's technical documentation production		
Systems Analyst	Georgia Tech Research Institute – Atlanta, GA	1982 – 1984
Developed software solutions and managed computer systems in support of national defense contracts		
Programmer Analyst	United States Air Force – San Antonio, TX	1978 – 1982
Developed software to assist USAF personnel and aircraft in response to electronic warfare situations		
Graphic Artist	Kennickell Printing Co – Savannah, GA	1976 – 1978
Managed the typesetting department and served as designer and layout artist for several local magazines		

Objective

I'm an energetic creative with a mind for business and I'm looking for an innovative organization with leaders who enjoy tackling meaningful problems with imaginative solutions that positively impact people's careers and lives.