



# W H I T E P I N E

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*consulting group*

**Craig Weinstock**  
**Managing Partner**

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## **Expertise**

Marketing Strategy and Positioning  
Business Development and Strategic Partnerships  
Corporate Development-M&A  
Network Storage  
Internet Application & Services Market  
Professional Services Management  
IP Communications

## **Biography**

Craig co-founded White Pine Consulting Group in January of 2001 with Lizabeth Converse Wilson to assist early stage technology companies in their marketing strategy and business development activities.

Before starting White Pine, Craig was Senior Vice President of Corporate Development and Sales & Marketing for Plural, a 600 person e-business consulting and development firm--\$90 million in 2000 revenue with 65% CAGR since its inception. Craig was member of an 6-person executive management committee that defined the strategic direction and provided operational oversight for Plural. In his Corporate Development Role, Craig had responsibility for mergers and acquisitions, business development, Microsoft relationship, eBusiness Partnerships, and IPO strategy. As head of Sales and Marketing, Craig directed the sales force, lead the re-branding, name change, message development and marketing programs that repositioned Plural from a IT Service company to an e-business solutions company. Craig's efforts across these initiatives lead to Plural achieving Microsoft Solution Partner of the year in 1999 and receiving a \$35 million investment from Microsoft.

Prior to Joining Plural in 1998, Craig held several leadership positions at Carleton Corporation and Apertus Technologies. Craig's roles involved sales management, business development, international distribution, and product and industry marketing of the following products and technology:

- Data Warehousing extraction, transformation, integration products
- Client/server middleware technologies
- Data networking and communications products
- Professional services

Craig has more than 15 years experience leading high-growth technology and services businesses.