



## Patrick O'Boyle

Director of Business Development, Michigan Saves

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### Position with Firm

2018–present *Director of Business Development, Michigan Saves.* Manages contractor accounts, handling contractor recruitment and training for Michigan Saves, a multimillion-dollar nonprofit organization offering energy-efficiency financing programs to homeowners, businesses, and public institutions. Coordinates with utility companies, trade associations, financial partners, and other key stakeholders to implement and promote Michigan Saves statewide.

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### Previous Professional Experience

2015–2018 *Sales, Consulting, and Cinema Development Support, Retriever Software, Inc.,* Englewood, Colorado. Managed sales and partnerships for a cinema-based point-of-sale, website development, online ticketing, and digital signage company with 260 cinema partner locations across the United States, Australia, and British Virgin Isles. Negotiated and implemented online ticketing agreements. Worked with the software development team to design and implement a program to export barcodes to marketing companies, allowing for integrated sales and redemption.

2002–2015 *Director of Marketing and Sales, NCG Cinemas,* Owosso, Michigan. Responsible for a 15-unit cinema chain. Oversaw marketing and sales. Designed and implemented an advertising plan, including digital, radio, television, outdoor, newspaper, and alternative print publications. Developed and implemented dinner and movie programs with 100 restaurant partners nationwide. Negotiated on-screen advertising and third-party ticketing contracts. Managed all film bookings and buying for traditional IMAX and Warner Brothers IMAX films. Worked closely with major studios on advertising and premiere events. Designed and executed all sponsorships and community-related events. Acted as public relations spokesperson.

Education Michigan State University, BA in Human Resources with a General Business cognate