



James E. Schmidt
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Jim Schmidt

James E. Schmidt aka (Armadillo Jim)

Experience	Present	Jim Schmidt Consulting	Tulsa, OK
	National Consulting Executive		
	<ul style="list-style-type: none">♦ Leading consultant in sales, marketing, advertising, speaking and entertainment♦ Knowledge of Word, Outlook, and Excel♦ Abundant history in broadcast media		
	2012-2015	Spectrum Tracer Services	Tulsa, OK
	National Account Manager – Oilfield Service Company		
Other	<ul style="list-style-type: none">♦ National sales and marketing including forecasting and account management♦ Opened Canadian Market and Calgary office in addition to overseeing U.S. Sales♦ Recruited and hired sales staff in all district offices in North America♦ Vast knowledge of oil and gas well completion technology		
	2009 – 2012	Gray Wireline / Archer	Tulsa, OK
	Oklahoma Regional Sales and Marketing – Oilfield Service Company *Tulsa *OKC *Denver		
	<ul style="list-style-type: none">♦ All aspects of sales including regular weekly visits to client offices. Established and maintained important relationships with management and field personnel. Vast knowledge of completions tools and technology♦ Introduction of new territories including Denver, the Bakken and the Marcellus plays		
	2003-2009	Power Chokes, Inc. / Expro America	Tulsa, OK
Other	Oklahoma District Sales & Marketing – Oilfield Service Company		
	<ul style="list-style-type: none">♦ All aspects of customer relations, product placement, marketing and contracts including tradeshow, and customer presentations as well as lunch and learns and golf♦ Vast experience in drilling technology		
	2004-2015	SPE/AADE/OCF Member	Tulsa, OK
	<ul style="list-style-type: none">♦ Current Member of Society of Petroleum Engineers & American Association of Drilling Engineers♦ Often served on organizing committee of many industry events♦ Tulsa chapter leader and national advisor of the <i>Oilfield Christian Fellowship</i> and Oilfield Prayer Breakfasts around the United States and Canada♦ Projects include: Annual Intern & Leadership Lunch, Cookies for Soldiers, Oil Patch Chaplains, Turkeys to the Rescue and Oilfield Helping Hands		
	2010-2015	Go Work Plan Conferences	Tulsa, OK
Other	Oklahoma		
	<ul style="list-style-type: none">• Created, developed, organized and established this State wide conference.		
	1980-present	Put On Your ArmorSM Foundation	Tulsa, OK
	(Headquartered in New Braunfels, TX 1980-1995)		
	President / Founder		
	<ul style="list-style-type: none">♦ Created, developed, organized and established this nationally recognized non-profit		

drug/crime/violence prevention foundation

- ♦ Managed all appearances, assemblies, and conventions with officials in government, communities, schools, churches, associations, fairs/festivals, media and corporations
- ♦ Developed and implemented national fundraising ideas, events and sponsorships
- ♦ Prepared annual budgets and calendar, maintained and filed all records, directed correspondence and hired and trained contracted personnel and office employees
- ♦ Created, trademarked and marketed all products, publications and curriculums
- ♦ Produced and directed television campaigns, programs and web-site information
- ♦ Set agendas and conducted all board meetings, seminars, and retreats
- ♦ Recruited and trained volunteers and affiliated organization members

1980-present

“Armadillo Jim”™

Tulsa, OK

Spokesman / Educator / Entertainer

- ♦ Honored to serve as Master of Ceremonies for former President George H. W. Bush at the *Air & Space Ball* during the 1989 Bicentennial Inauguration. Also served as Texas' *Ambassador of Goodwill* riding on the State of Texas' Inaugural parade float
- ♦ Honored to serve as Master of Ceremonies for former Governor George W. Bush at his 1995 Texas Inaugural *Salute to Children*
- ♦ Honored to be named a ***Kentucky Colonel*** in 1989 by the Governor of the State of Kentucky
- ♦ Addressed and networked thousands of dignitaries, governors, mayors, celebrities, media personalities, religious leaders, educators, corporate executives, civic leaders, association executives and other non-profit leaders
- ♦ Appeared at over 1000 schools, 750 conventions, special events, trade shows and meetings, 120 state and county fairs/festivals, and community outreaches and many church crusades and meetings
- ♦ **“Armadillo Jim”**, media spokesman for the award-winning, nationally televised public service campaign, *Real Cowboys Don't Do Drugs* in partnership with the National Assn. of Broadcasters
- ♦ Appeared on more than 350 television shows such as *Regis & Kathie Lee*, *Nashville Now*, *Crook and Chase* and *Maury Povich*
- ♦ Mentored, entertained or ministered to over three million children in past 24 years

2000-present

Put On Your ArmorSM DBA I Cried Too™

Tulsa, OK

Co-author / Chairman, I Cried Too™ project

- ♦ Wrote, produced, published and designed the ***I Cried Too™*** project
- ♦ Coordinated distribution of the ***I Cried Too™*** products at the Pentagon after being named the official bereavement gift for the children who lost a mom or dad on 9-11
- ♦ Directed volunteers in three outreaches and distribution trips to New York where ***I Cried Too™*** products were given to the children who lost a mom, dad, or legal guardian on 9-11
- ♦ Served as Master of Ceremonies for the *Twin Towers Orphan Fund / Toys for Tots* Christmas Party, December 18, 2001 in New York for the victim's children of 9-11
- ♦ Coordinated dozens of media appearances and publicity for the ***I Cried Too™*** project
- ♦ Coordinated national marketing and roll out of the ***I Cried Too™*** products

2000-present

Golden Faith Publishing™

Tulsa, OK

Founder / President

- ♦ All aspects of publishing including books, CDs and other literature
- ♦ ***I Cried Too™*** and ***Helping Public Schools*** books (copyrights)

1980–2003

Texas Armadillo Association

New Braunfels, TX. / Tulsa, OK

(Headquartered in New Braunfels, TX. 1980-1995)

Owner / Manager

- ♦ Created this association for the preservation, protection and promotion of the Texas nine-banded armadillo
- ♦ Maintained all licenses, registration and health documents required by the USDA in accordance

with the Animal Welfare Act

- ♦ Implemented training course for volunteers
- ♦ Worked with professionals in television documentaries, movies, commercials, educational publications, and research institutions. BBC/British Broadcasting has done three films
- ♦ Managed all phases of care and feeding of the armadillo

1979-1981 Houston Oilers (National Football League) Houston, TX

Marketing / Promotions Account Executive

- ♦ Created, developed, and implemented the most successful one night sports promotion in history called **Luv Ya Blue®**
- ♦ Licensed, marketed, and promoted all team products, services, and organizations. Led the NFL in program advertising sales and promotions for two seasons

1985-1987 Chevrolet Sales Houston, TX

Salesman

- ♦ Chevrolet Sales - Chevy Truck Sales Honor Club Member

1979-1985 Schmidt Advertising Agency Houston, TX

Owner / Operator

- ♦ Managed all aspects of full service advertising agency including advertising placement, media buying, design and creation of campaigns and implementation of other marketing and advertising trade practices for a diverse range of clients, focusing on sports and media

Education

1995-1997 Rhema Bible College Broken Arrow /Tulsa , OK

Student

- ♦ Ministry Certificate Holder (Equivalent to Associates Degree)
- ♦ Received training and experience in charitable programs, finance, pastoral care, leadership, people skills, organizational management, youth and children's ministry

1974-1978 University of Houston Houston, TX

Student

- ♦ Bachelor of Arts School of Communication Radio & Television
- ♦ Minor in School of Business Technology

Personal

Personal Info

Husband / Father

- ♦ Married with three children and one grandchild

Hobbies

- ♦ Children's literature, running, gardening, carpentry, theatre, sports and cowboy culture

Affiliated websites:

www.ConsultantJim.com
www.ArmadilloJim.com
www.PutOnYourArmor.org
www.ICriedToo.org
www.CookiesForSoldiers.org
www.HelpingPublicSchools.com