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# James E. Schmidt *aka* (Armadillo Jim)

## Experience

**Present**                      **Jim Schmidt Consulting**                      **Tulsa, OK**

### National Consulting Executive

- ◆ America's 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

- ◆ National sales and marketing including forecasting and account management
- ◆ Opened Canadian Market and Calgary office
- ◆ Recruited and hired sales staff in all district offices in North America

**2009 – 2012**                      **Gray Wireline/ Archer**                      **Tulsa, OK**

### Oklahoma Regional Sales and Marketing \*Tulsa \*OKC \*Denver

- 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**

### Oklahoma District Sales & Marketing

- All aspects of customer relations, product placement, marketing and contracts including tradeshow, and customer presentations as well as lunch and learns and golf.

**2004-2015**                      **SPE/AADE/OCF Member**                      **Tulsa, OK**

- 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 *Oilfield Christian Fellowship* 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

**1980-present**                      **Put On Your Armor<sup>SM</sup> Foundation**                      **Tulsa, OK**  
**(Headquartered in New Braunfels, TX. 1980-1995)**

## Other

### President / Founder

- ◆ 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 Armor<sup>SM</sup> 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.

**2000-2003 American Association of Children's Leaders Tulsa, OK**

**Co-Founder / Board Member**

- ◆ (In development) This organization includes children's leaders comprised of teachers, educators, coaches, parents, pastors, ministers, counselors, radio and television personalities.
- ◆ This association will influence Hollywood, Washington and public schools concerning children's moral, educational, and legal issues.

**1980-2003 Texas Armadillo Association Broken Arrow /Tulsa, OK**

**Owner / Manager (Headquartered in New Braunfels, TX. 1980-1995)**

- ◆ 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.
- ◆ Managed all phases of care and feeding of the armadillo.

Education

**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.

Personal

**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.

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

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

**1974-1978**                      **University of Houston**                                              **Houston, TX**

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

**Personal Info**

- ◆ Married with three children and one grandchild
- ◆ Children's literature, running, gardening, carpentry, theatre, sports and cowboy culture.
- ◆ Affiliated websites:
  - [www.ConsultantJim.com](http://www.ConsultantJim.com)
  - [www.ArmadilloJim.com](http://www.ArmadilloJim.com)
  - [www.PutOnYourArmor.org](http://www.PutOnYourArmor.org)
  - [www.ICriedToo.org](http://www.ICriedToo.org)
  - [www.Cookiesforsoldiers.org](http://www.Cookiesforsoldiers.org)
  - [www.Helpingpublicschools.com](http://www.Helpingpublicschools.com)