

Offering more than 14 years of executive and senior-level leadership with an emphasis in Sales, Marketing, and Operations. Expertise includes Strategic Sales Forecasting and Planning, Operational Strategy, Sales Management, Technology Products and Services, Budget Management, Marketing Campaigns, Partner and Vendor Relationship Management, and collaborating with C-Level Executives.

Expertise

- Executive Sales Leadership
- New Business Development
- Strategic Sales Forecasting and Planning
- Revenue Projection
- Client Retention Strategies
- Channel Partner Sales
- Sales Management
- Marketing
- Partner Management
- Budget Management
- Contract Negotiations
- Cross-Functional Management
- Employee Management & Training
- Vendor Relationship Management
- Payment Processing
- Merchant Services
- Team-Building

Chief Marketing Officer ■ Executive Board Member

Chief Marketing Officer with extensive experience overseeing all sales, marketing, and partner support functions for multimillion-dollar companies. Well-developed skills building inside and outside sales teams, managing department budgets, performing strategic forecasting and planning, and ensuring that sales and marketing goals are achieved. Dedicated leader with a proven track record of success building high-performance teams, mentoring and developing sales and marketing executives, and identifying methods that drive new sales, reduce costs, and secure customer loyalty.

- ▶ **C-Level Leadership and Collaboration:** Proven track record of success collaborating with C-Level executives to develop sales and operational strategies to increase revenue, reduce costs, and improve EBITDA margins.
- ▶ **Start-up Expertise:** Successfully built a payment processing company that was sold for \$162 Million in 2013. Oversaw all Sales, Marketing, and Partner Relationships for the company.
- ▶ **Fortune 500 Leadership:** Previously worked as the Director of Mobility and Networking solutions for Insight Enterprises, a Fortune 500 company.

Experience

ABC COMPANY—Dallas, TX October 2015 – Present
An electronic payment processing, equipment, merchant services, and support company with more than 80 employees and \$10 Million in annual revenue.

Board of Directors, Member

Provide corporate guidance on strategic operations and performance planning, revenue forecast oversight, and budget adherence.

- Communicate weekly with the CEO regarding strategic and tactical measures challenging the company.
- Collaborate directly with Senior Executives on a weekly basis to resolve executional challenges and discuss future opportunities.
- Assist with recruiting and hiring of key employees necessary to achieve the company's business initiatives.
- Work closely with other Board Members and industry experts to consult on company performance and to ensure the company is best positioned to achieve financial goals and objectives.

ABC COMPANY — Plano TX 2004-2011
An electronic payment processing company with 100 employees and \$51 Million in annual sales revenue at exit. The company was acquired by Vantiv in 2013.

Chief Marketing Officer

Managed all sales, marketing, partner management, and legal efforts for the company. Supervised a team of 45 employees with 10 direct reports.

Career Progression, Continued

- Collaborated daily with the Executive Team and other Senior Executives regarding daily operational challenges and opportunities.
- Attended board meetings and reviewed financial performance of the company on a quarterly basis.
- Recruited, interviewed, hired, and supervised both direct sales and inside sales leadership.
- Performed sales forecasting and planning and reviewed inside and direct sales performance on a monthly basis.
- Reviewed operational budgets and sales performance quarterly to plan reporting.
- Oversaw the execution of company communication and marketing projects. Developed and managed the team that executed strategic marketing plans and campaigns, measured results, and reviewed marketing budgets to plan performance.
- Built and maintained strong relationships with strategic partners and software provider vendors that were integrated into the Element Payment Services platform. Key partners included: Massage Envy, Epicor, ImproMed, Activant, Skechers, McAllister Software, and more.

Key Accomplishments

- Grew sales revenue of this startup company to \$51 Million at peak.
- Instrumental member of the team that led to the company being successful sold in 2013 for \$162 Million.
- Grew payment processing volume to \$1.1 Billion in 2014 with more than 145 Million transactions across more than 23,400 merchants.
- Grew EBITDA margins from 17% to 22% from 2009 – 2013.
- Grew EBITDA CAGR from 19.3% to 64.3% from 2009 – 2013.
- Established a scalable platform that allowed Element Payment Services to be able to support more than 350 Million transactions per year.

ABC COMPANY — Tempe, AZ

2000 – 2004

A global technology provider of integrated solutions to business and government clients with more than 5,400 employees and \$5.3 Billion in annual revenue.

Director of Mobility & Networking Solutions

Hired, managed, supervised, and motivated a team of 20 sales representatives and engineers responsible for selling, installing, and supporting mobility hardware and activation services that generated more than \$150 Million in annual revenue. Oversaw all business development and sales performance, marketing efforts, and general management of the team.

- Performed strategic forecasting and planning, managed a department budget, and reported all division sales performance and operational effectiveness metrics to senior leadership on a quarterly basis.
- Designed and implemented appropriate marketing campaigns to support sales efforts.
- Collaborated closely with Senior Vice President, Vice Presidents, and Directors to ensure all resources were allocated appropriately to achieve financial goals.
- Built and maintained strong relationships with vendors, including Cisco, AT&T, and Sprint.

Education

DENVER UNIVERSITY — Denver, CO

Master's Degree in Business Administration (in progress; 2 courses from completion)

ARIZONA STATE UNIVERSITY — Tempe, AZ, Bachelor of Science Degree in Political Science

Computer Skills: Salesforce.com, Microsoft Word, Excel, PowerPoint, Outlook