

JOHN DOE

Address, TX 79366 • johndoe@director.com • (000) 0000-000 • linkedin.com/in/john-doe

SENIOR DIRECTOR

STRATEGIC DEVELOPMENT • BUSINESS OPERATIONS • PROGRAM DEVELOPMENT • FUNDRAISING

Strategic visionary and business-inclined leader with a full range of unique executive proficiencies inclusive of revenue growth, corporate strategy/direction, and operational excellence. Impressive career experience delivering historic triumphs in leading productive teams to overcome challenges and meet business objectives in compliance with established policies and procedures. Well-regarded operations powerhouse delivering sustainable, profitable growth through innovative and reliable change management. Experienced designing and implementing communications plans and outreach strategies that result in stakeholder and community buy-in predicated on trust and support.

LEADERSHIP COMPETENCIES

Business Intelligence • Strategic Planning • Community Engagement • Stakeholders Relation • Change Management • Performance Improvement • Policy Development & Implementation • Staff Training and Development • Budgeting • Revenue Generation • Public Relations • Family Business Improvement.

PROFESSIONAL EXPERIENCE

Company, Tx

Vice President, Operations and Business Development

09/18 – Present

Headed business operations in collaboration with various departments per business goals and objectives. Forged and maintained relationships with key partners and clients in promoting a positive reputation for the company while delivering high-quality services. Managed the bid/no-bid process, serving as an advisor on all bids on strategy, teaming, recruitment, writing, and pricing.

Key Accomplishments:

- Assisted in a seed and series A round of fundraising totaling 4 MM
- Championed the development of three stand-alone products, accounting for \$100,000+ in revenue growth within two years
- Masterminded and implemented the Agrellus Proving Ground program, helping over 20+ agricultural input manufacturers improve farmers' agronomic practices, drive sustainable profits for the grower and retail infrastructure
- Assembled an in-house technical development team in conjunction with external contractors to execute technical updates and numerous minor updates
- Built a strong call outbound call center team of university agricultural students with current partnerships across 6 universities
- Pioneered the launch of a subsidiary finance company "Agrellus Finance" and garnered support from financial industry partners and internal departments to strengthen the establishment

Company, Tx

Vice President/Owner

05/12 – Present

Oversaw daily operations of the company, leveraging low-cost business strategies by adopting high-yielding low-acreage farming practices to generate more sales and maximize revenue/profits. Conducted reliable forecasts and real-time monitoring of resources utilizing an solid cash flow system that guaranteed accuracy in budgeting.

Key Accomplishments:

- Skyrocketed operational performance by over 70% by making informed decisions on the best training programs for employees per improvement needs
- Captured an entirely new market for the business after realizing the opportunity and executed a business plan, resulting in a seamless exit strategy of Savage Club Lambs, a DBA under Savage Farms, Inc, to Mavencamp Livestock.
- Founded the 501c3 experiential Texas Best Show Series program, which helps to bridge knowledge gaps within the industry
- Designed new advertising initiatives that effectively increased donations from previous donors by
- Launched new targeted marketing strategies across the state and changed event delivery from one day to two days, increasing awareness and attendance for the TBSS program by 40%
- Partnered with faculty and stakeholders to establish concerns in the 501c3 experiential learning sessions and authoring/editing by-laws to meet the needs of all patrons

Company, Seminole, TX

Regional Sales Manager

02/13 – 08/18

Responsible for establishing key priorities, sales goals, and sales quotas for each sales representative territory within the region. Spearheaded all marketing activities of company products while researching new products on the market and making stocking decisions based on regional market trends.

Key Accomplishments:

- Delivered high-value crop input solutions for the customer base, resulting in an 80% boost in customer satisfaction rate
- Grew sales revenue in the west Texas market from 0 to \$30 MM within three years and sustained the 30mm revenue YoY
- Guided a team of over 10 personnel in the West Texas market in executing sales operations in concordance with sales goals
- Maximized exceptional communication and interpersonal expertise in building positive relationships with teams, customers, and stakeholders

ADDITIONAL EXPERIENCE

Company, Seminole/Lubbock, FL

Consultant

Played a vital role in the significant growth of a family-owned business, generating approximately \$50M in sales revenue in 2021

TECHNICAL SKILLS

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| • MS Office | • Lucid Chart | • Airtable |
| • QuickBooks | • Miro | • Bitrix24 |

EDUCATION

Texas Tech University, Lubbock, TX

Agricultural Economics

2005