

Position: Senior Executive

Location: Houston, TX

Relocate: Yes No Possibly



CID#: 224424

EXECUTIVE CANDIDATE PROFILE

A strategic senior leader who acts as a catalyst for growth and optimization, spurring revenue acceleration, optimizing operational capabilities and efficiency, creating customer-centric organizations transforming them into competitive forces. Pragmatic, adaptable innovation driver who can uncover and harness gaps and hidden opportunities, innovating solutions to capitalize on unexploited potential and deliver exceptional scalable and sustainable customer value.

With a talent for holistically evaluating, researching, and analyzing the organization, industry, and market to develop strategic initiatives. Captains cross-functional projects managing all stakeholders in response to strategic objectives driving revenue growth, market share, profitability, customer retention, and operational optimization. Optimizes operations through metric-driven performance improvement, leveraging disciplined organizational structure and fiscally responsible measures for meaningful growth, profit and efficiency, and long-term value.

Over 25 years of leadership experience (full customer lifecycle: marketing, sales, customer success, operations and general management) primarily in the IT technology, software services, telecoms and media industries. Leads teams by creating an intentional culture of collaboration and accountability, resulting in an engaged, empowered, and productive workforce.

■ Recognition / Achievements

- *Revenue growth: Championed operational initiatives bolstering profitability by over 6% in one year.*
- *Customer success: Piloted a new retention team with zero budget impact, yielding a revenue increase of \$1M+.*
- *Customer experience: Introduced customer loyalty programs, including customer satisfaction surveys, resulting in a net promoter score of 86.*
- *Culture: Transformed an uninspired team into one empowered, highly engaged and energized, through coaching, creating a guiding strategic vision, and focusing on culture and shared values.*
- *Brand identity: Created a go-to-market strategy to revitalize a flagging brand utilizing customer personas and survey feedback, new media, and focus groups.*
- *Strategic planning: Researched and analyzed the customer, competitors, industry trends, and holistically assessed the organization to deliver robust go-to-market plans with 1-3 year growth strategies, in one instance resulting in 4X sales run rate increase and a private equity buy-out.*
- *Transformation: Revitalized a loss-making organization with go-to-market strategies, expense reduction, resource management, resulting in turning around profitability to positive 7% within six months.*

■ Education / Designations

- *MBA – Global Management, Finance and Strategy*
- *Project Management Professional (PMP)*
- *Culture-Driven Team Building Specialization*