

Ken Corbit, PhD

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Educational Background

Ph.D. Strategic Communications: University of Alabama

M.A. Communication Studies: Arkansas State University

B.A. Communication Studies: Arkansas State University

Teaching Experience

TCU

2023 - Current

Assistant Department Chair, Marketing -Neeley School of Business

Partners with Department Chair in strategic leadership and operational management of the Marketing Department, serving 20+ faculty members and overseeing academic programs for 300+ students.

- Collaborates in the development and implementation of departmental Unit Plan in collaboration with Department Chair and Dean, establishing measurable KPIs and strategic initiatives aligned with school's mission.
- Member of comprehensive curriculum review process, resulting in modernization of core marketing courses and introduction of 3 new digital marketing concentrations.
- Engaged in faculty recruitment, onboarding, and development initiatives, enhancing departmental teaching excellence and research output.
- Represents department on key committees including Undergraduate Curriculum Committee, and strengthening cross-departmental collaboration

Academic Director – TCU Sales Center

Provide strategic academic leadership for the TCU Sales Center, overseeing curriculum development, faculty excellence, and student success initiatives. Direct comprehensive curriculum redesign incorporating emerging sales methodologies. Establish cross-disciplinary initiatives integrating marketing analytics, digital transformation, and sales technology. Oversight of 37 Sales Coaches, 3 Graduate Assistants and 250+ students. Surpassed \$1 million in total sales revenue with over 1,000 business relationships managed in Salesforce.

- **Marketing Research (MARK 30113)** Obtaining market information; orientation in use of information gathered; role of management in initiating market studies and in defining problems; types of research; research design; questionnaire construction; sampling; analysis; motivation research; and product research.
- **Foundations of Selling (MARK 40263)** Primary to the course is the student's mastery of communication and presentation skills in the interpersonal and formal speaking environments. The course covers persuasive communications, overcoming objections, and presentation planning, persuasive and formal sales presentation. The student is expected to acquire a working knowledge of sales concepts and terminology pertinent to the field. Explore the sales process, and its functions, including presentation strategy, informative delivery, closing techniques, and an exploration of the various opportunities in sales as a career.
- **Consultative Selling (MARK 40273)** This class will seek to prepare students more fully for excellence in an entry-level professional selling position. Specifically, students will gain advanced instruction and skill development in interpersonal communication skills (especially in team selling situations), career management, personal productivity, negotiation, and coordination with other functional areas.

- **Sales Practicum (MARK 40770)** The sales practicum requirement combines practical sales experience and sales education. Students will participate in a series of out-of-class, experiential learning activities that include shadowing salespeople and sales managers, on-site visiting of sales organizations, participating in sales competitions, participating in live selling activities, attending sales-related events or presentations, networking with sales professionals, and interviewing sales professionals.
- **Special Topics in Marketing (MARK 40970)** This course is designed as an introduction to selling in a corporate environment. Students will learn the engagement of the sales process through a market lens that incorporates all aspects of an organization.
- **Special Problems in Marketing (MARK 70970)** This course is designed to create critical thought regarding content marketing for MBA students. While marketing managers develop and implement marketing strategy, managers in other functional areas (finance, management, accounting, and operations) need to understand how marketing strategies impact their own operations.
- **Global Business Through an Ethical Lens (BUSI 30833)** This course focuses on ethical global business and developing future business leaders with a global mindset. Topics include ethical decision making and globalization, corporate social responsibility, applying ethical frameworks to global issues, unique characteristics of the global trade environment, the role of culture in global business, and financial and regulatory implications for global business. The student will engage in a cross-cultural experience.

Belmont University

Assistant Professor

2017 - 2019

Responsibilities included all aspects of tenure track responsibilities including instruction, grading, course development, service, and research. Classes include.....

- ***Public Relations Writing I:*** This course introduces students to the basic concept, style and techniques of public relations writing for journalistic (i.e., uncontrolled or earned) media. It will familiarize students with the principles of strategic and ethical public relations writing for a converged media market. Students will develop and edit strategic messages and determine the optimal time and method for distributing these messages. Particular attention will be placed on the development of news releases, fact sheets, pitches and news advisories for print, broadcast and digital communication. Emphasis will also include industry-standard conventions, such as Associated Press (AP) style.
- ***Public Relations Cases:*** Analytic study of guiding public relations principles illustrated by current and historical public relations cases. Emphasis on strategic management, ethics, and two-way organizational communication. Oral and written analysis of illustrative cases; application of principles in service-learning projects.
- ***Fundamentals of Speech Communication:*** Enhances student skills in development, presentation and consumption of human communication with an emphasis on public speaking. (Fall 2017 - 2 sections, Spring 2018 – 2 sections)
- ***First-Year Seminar:*** Course is developed through Belmont's BELL Core and introduces students to intellectual skills required to be a successful college student and an educated citizen post-graduation. The courses relies on an interdisciplinary approach to ask "What is Knowledge?" Students are challenged to become critical thinkers, effective communicators, and most importantly, a responsible and engaged citizen. (Fall 2017)

University of Alabama

Instructor

2014 - 2017

Responsibilities included teaching and full classroom responsibilities including instruction, grading, course and syllabus development. Classes include.....

- **Argumentation:** Theory and practice of argumentation, applying basic principles to both oral and written discourse.
- **Rhetorical Criticism:** Application of rhetorical theory and critical method. Demonstration of critical thinking and analyzation skills. Writing proficiency is a requirement for passing the course.
- **Critical Decision Making:** Theory and practice of basic principles of the decision-making process, providing a general introduction to persuasion, argument, and small-group communication.
- **Rhetoric of Popular Culture:** Introduction to the structures and functions of written, spoken, and electronically mass-mediated popular discourse in contemporary society. Writing proficiency is a requirement for passing the course.
- **Interpersonal Communication:** Study of verbal and nonverbal communication in the evolution of human relationships. SB designation for university core curriculum.

Arkansas State University

Instructor, Assistant Debate Coach

2013 - 2016

Classroom Instructor with an emphasis on multiple communication strategies. Full classroom responsibilities including instruction, grading, course and syllabus development. Classes include

- **Debate:** Oversight of travel budgets, scholarship budgets, and debate coaching and recruiting. Facilitated training of Parliamentary, Lincoln Douglas, IPDA, and International debate styles.
- **Oral Communications:** Introduction to communication studies as a way of understanding how humans coordinate social meaning and achieve communicative goals. The focus is on identifying human communication and the functions of communication in everyday situations. Key focus on theory and practice of basic principles of public speaking, with emphasis on the compositional and presentational aspects of communication in formal speaking situations.
- **Public Relations:** Survey of public relations, including the development and contemporary status of the field, social and political perspectives, and an overview of the practice of public relations in business, government, associations, and other organizations.

Publications

Chicotsky, B., & Corbit, K. (2024). *An Audience Threshold in the Millions: Exploring Influencer Marketing Activations Online*. In *Advances in Data Analytics for Influencer Marketing: An Interdisciplinary Approach* (pp. 165-179). Cham: Springer Nature Switzerland.

Refereed Conference Presentations

Corbit, K. (2019). *No R.E.S.P.E.C.T.: The Otherization of Arianne Grande During Aretha Franklin's Funeral*. Western Social Science Association (WSSA) – 2019 Conference. San Diego, CA.

Miller, T., Corbit, K. (2018). *Otherization of Bisexual Women in Lesbian Friend Groups*. Western Social Science Association (WSSA) – 2018 Conference. San Antonio, TX.

Corbit, K., & Risk, K. (2018). *Advertisements and the optics of depression: Problems regarding media & framing*. Western Social Science Association (WSSA) – 2018 Conference. San Antonio, TX.

- Godwin, A., & Corbit, K. (2018). *White America: Eminem on white privilege within the music industry*. Western Social Science Association (WSSA) – 2018 Conference. San Antonio, TX.
- Shields, A., Corbit, K., & Risk, K. (2018). *Sacred Pipes: Using Marxist theory to understand Relations between the United States and Native Americans*. Western Social Science Association (WSSA) – 2018 Conference. San Antonio, TX.
- Howard, H., & Corbit, K. (2017). Deceptive communication tactics in negotiation. Integrated Marketing Communication Conference (IMC) Wilmington, NC.
- Corbit, K., & Brasher, J (2017). NBC's the Office: Diversity day and microaggression. A pentadic analysis. Western States Social Science Association (WSSA) San Francisco, CA.
- Corbit, K., & Dockery, C (2017). An ideological criticism of T.I.'s war zone. Western States Social Science Association (WSSA) San Francisco, CA.
- Corbit, K., & Brasher, J (2017). Microaggression: A critical approach to office culture. Association for Education in Journalism & Mass Communication – Midwinter Conference (AEJMC) Norman, OK
- Stokes, E., & Corbit, K. (2016). Getting Hillary elected: A rhetorical analysis on the impact of SNL on Hillary Clinton's 2016 presidential campaign. National Communications Association (NCA), Philadelphia, PA.
- Corbit, K. (2016). Argument regarding audience: Challenging Perelman & Olbrechts-Tyteca. Southwest Education Council for Journalism & Mass Communication (SWECJMC), W. Memphis, Arkansas.
- Corbit, K. (2016). Mesolevel structures: The interplay between & within sets. Western Social Science Association (WSSA), Reno, Nevada.
- Corbit, K (2015). Ethical responsibilities in the Ebola healthcare communication crisis. Western States Social Science Association (WSSA) Portland, Oregon.
- Corbit, K (2014). Breakup strategies: Understanding the impact of attachment in terminating college relationships. Western States Social Science Association (WSSA) Albuquerque, New Mexico.
- Corbit, K (2014). *Polyamorous relationships in rural Arkansas*. Western States Social Science Association (WSSA) Albuquerque, New Mexico.

Business & Professional Conference Presentations

As a representative of the university, I actively engage in business and professional conferences to strengthen relationships within the industry, enhance TCU's visibility, and foster meaningful partnerships that benefit both students and the institution. These presentations serve as a platform to advance thought leadership while cultivating potential endowments, corporate affiliates, and experiential learning opportunities aligned with our mission. Through these engagements, I contribute to translating academic insights into practical outcomes for the business community while reinforcing TCU's reputation as a valued partner in developing ethical, innovative leaders.

- Mohr Partners National Conference, "Igniting Innovation Through Sales AI" (2024)
- Southwest Credit Management School, "Harnessing the Power of AI in Credit Unions" (2024)
- Sterling Insurance Leadership Conference, "Impacting Through Servant Leadership" (2024)
- Leadership Summit, "Developing Next Generation Leaders" (2024)
- Southwest Credit Management School, "AI as a Business Strategy" (2025)
- House of Baumann National Sales Conference, "Consultative Selling as Leadership" (2025)
- Gerson & Associates Global Marketing Conference, "Bots, Brands, and Buzz" (2025)
- Fastenal National Sales Conference, "Empowering Generational Leadership" (2025)
- YMCA Regional Conference, "Impacting Community Through Servant Leadership" (2025)

Experiential & Learning Programs

As part of service to the university and community, creating practical application possibilities for students has been a key priority. As such, the community has benefited from the projects developed and implemented by the students, and they in turn have received practical experience and developed effective portfolios.

- **Sales Career Fair, TCU** - Attendees: American Airlines, Gartner, TTI, United Rentals, YMCA, Badger, Buxton, Equipment Depot, Virtual Packaging, Reputation, Clear Channel Outdoor, Fedex, Stryker, TEK Systems, and 240+ companies. Provided an excellent opportunity for students to engage informally with leading companies, allowing them to build valuable connections, gain insights into industry trends, and explore potential career paths in a more relaxed setting. (2023, 2024, 2025)
- **TCU Sales Center Networking Night, TCU** – Firms meet with students in a casual setting to introduce their organizations, provide coaching for students on effective networking, and build relationships for the goal of providing internships and full-time employment opportunities post-graduation. More than 200 firms have participated in these events. (2023, 2024, 2025)
- **Mock Interviews, TCU** – Mock interviews are designed to provide TCU Sales Center students real world interview opportunities with more than 50+ firms. Organizations provide coaching, feedback, and valuable insight that benefits students in the interview, negotiation and hiring processes. They also will extend offers to students based on the outcomes. (2023, 2024, 2025)
- **AMA Marketing Industry Engagement, TCU** - FC Dallas, Vector Marketing, Texas Motor Speedway, Deliotte, American Airlines, Amplus Agency, Sovic Creative. Networking with marketing firms and professionals in the DFW area in a roundtable environment. (2024)
- **AMA Marketing Executive Panel, TCU** – Speakers included: Mark Faber, Texas Motor Speedway, EVP, Ivonne Kinser, Vantage Innovation Lab, Founder/CEO, Kevin Key, Biote, Chief Digital Officer. Students have the ability to meet C-suite level marketing executives and hear their insights on current industry shifts, trends, and upskilling imperatives (*AI). (2024)
- **AMA Marketing Executive Panel, TCU** – Speakers included: Travis Dillion, Texas Rangers, SVP of Marketing, Christopher Owens, TRG, Head of Brand Strategy, Robert Muggleston, TPG, VP of National Sales, Jay Alsup, HeyJay Marketing & Creative, Founder/CMO. Students had the chance to gain insights into accelerating trends and the application of AI from top marketing executives, both from agencies and large corporations. (2024)
- **AMA Workshop: Everything YOU Can Do with a Marketing Degree, TCU** -Speakers included: Jessica Matula, Alcon Career Center, Dr. Ken Corbit, TCU Assistant Chair of Marketing. Raise awareness about the American Marketing Association and equip students with the resources to explore available marketing opportunities, including internships and full-time positions. (2024)
- **AMA Workshop: How to Network Yourself, TCU** - Speaker: Reya Renedez, Marketing VP. This workshop was designed to equip students with practical skills for effectively networking in the business world. (2024)
- **Marketing Career Fair, TCU** - 611 students attended this high-impact event, connecting with leading companies including American Airlines, TTI, United Rentals, YMCA, Badger, Buxton, Equipment Depot, , and Clear Channel Outdoor. The fair provided opportunities to build meaningful connections, gain insights into current industry trends, and explore diverse career paths within marketing, sales, and analytics in a relaxed, relationship-focused setting. (2024)

- **Marketing Alumni Zoom Panel, TCU** – Speakers included: Brittany Knight (Nike), Kelsey Werner (Frito-Lay), Jackson Donaldson (Microsoft), Marina Magnat (Goldman Sachs). Purpose was to gain insights from former TCU students as they share their professional experiences in the business world, offering valuable advice on marketing software to master and strategic steps to take in securing the right career opportunities. (2024)
- **The Power of Storytelling Workshop, TCU** - Speaker: Dr. Greenhill, Schaeffer College of Communications. This workshop provided AMA members with practical, real-world examples demonstrating the effectiveness of storytelling in enhancing brand identity and promoting products. (2024)
- **AMA Personal Branding Workshop, TCU** – Speakers included: AMA Executive Team, Advisors, Dr. Brandon Chicotsky, and Dr. Ken Corbit. This workshop offered valuable insights and guidance to our students, covering topics such as personal internship experiences, personal branding strategies, marketing-focused resume building, and more. (2024)
- **AI in Marketing Panel + Post-Event Networking, TCU** - Provided students with an in-depth exploration of the transformative role AI is playing in the marketing sector, while offering real-world examples and case studies of how leading organizations are leveraging AI to drive innovation, optimize strategies, and enhance customer engagement. Additionally, the workshop highlighted key AI-driven projects, showcasing its practical applications in various marketing functions. (2024)
- **Plunge Fall Mission Trip Group Leader – Belmont University** Plunge is a freshman service/mission trip that takes place over fall break. It's an introduction to the kind of disciplined intelligence, compassion, courage and faith that Belmont expects of its students.
- **Change the World Projects – Arkansas State University** Allowed students to employ small groups, interpersonal, business & professional, intercultural, and international communications. Completed over 750 hours of volunteer services & raised in excess of \$50,000.
- **Community Interview Initiative – Arkansas State University** Required PR students to interview local businesses to better understand Public Relations standards, policies, applications, and potential. Over 250 businesses interviewed, 30 internships, and 20 hires.
- **International Debate – Arkansas State University** Programs in argumentation and persuasion while including intercultural and international perspectives through travel and competition abroad opportunities. International Education: Rome, Italy 2012, Antwerp, Belgium 2013, Paris, France 2014, Seoul, Korea 2014, Barcelona, Spain 2015. (ASU & UA 5X)
- **Speaker's Edge Competition – University of Alabama** MBA students to express ideas and knowledge, while presenting their research to industry professionals. (2015, 2016)
- **Industry Immersion – University of Alabama** Created as an educational, professional development program offering experiential learning trips in leading job markets for undergraduates to meet alumni and industry professionals. The program serves to strengthen relationships among industry professionals and students of all majors and classifications. (2016)

Teaching Awards

Clark Society Endowed Faculty Award – TCU, 2025
Students' Choice Learning Award – TCU, 2025
Students' Choice Excellence Award – TCU, 2025
Undergraduate Teacher of the Year – Neeley School of Business – TCU, 2024
Outstanding Service Award – Graduate Student Association – University of Alabama, 2017
Excellence in Teaching by a Doctoral Student Award – University of Alabama, 2017
Excellence in Teaching by a Doctoral Student - College of Communication & Information Science 2017
Teacher of the Month – Arkansas State University, November 2015

Academic Honors & Awards

Campus Movie Fest (CMF) – Jury Award Winner. University of Alabama 2016
Member of the Year – Lambda Pi Eta, 2014
Pi Kappa Delta – All-American Debate, 2013
Student of the Year – ASU College of Media & Communication, 2013
Member of the Year - Lambda Pi Eta, 2013
Chancellors List, 2009 - 2013
ASU Chapter Pi Kappa Delta Debate Scholarship, 2012 - 2013
Arthur Ray "Kip" Moore Memorial Scholarship, 2012
Who's Who among Students in American Universities and Colleges, 2012

Academic Service

Faculty Senate – Chair Elect, TCU, 2023 – Current
AMA Co-Chair, TCU 2023 - Current
Undergraduate Curriculum Committee, TCU, 2024/2025
President's Initiative on Experiential Learning, TCU, 2024/25
TCU Sales Center Hiring Committee, TCU, 2025
Nominating Committee Member, National Communication Association (NCA) for the Public Relations Division – 17/18
Committee Member, Rhetorical and Communication Theory, National Communication Association (NCA) - 17/18
Rhetoric in Popular Culture, Brummett (5th Ed.) SAGE Publishing – Reviewer 2017
University of Alabama Undergraduate Research & Creative Activity Conference – Judge 2017
Western Social Science Association (WSSA) – Conference Panel Moderator 2017
National Communication Association (NCA) – PR Division Officer/Nomination Committee 2016/17
University of Alabama – Executive Vice President - Graduate Student Association (GSA) 2016/17
University of Alabama –Graduate Senator – Student Government Association (SGA) 2016/17
University of Alabama – Provost Health Committee 2016
University of Alabama – A Night at the Museum 2016
University of Alabama – Ph.D. Task Force, Branding PR Subcommittee 2016
Arkansas State University - Dean's Student Advisory Council 2013, 2014
Arkansas State University - Delta Debate League 2012 – 2014

Society Memberships

AMA – American Marketing Association
PRSA – Public Relations Society of America
NCA – National Communication Association
WSSA – Western Social States Association
Southwest Education Council for Journalism and Mass Communication
Pi Kappa Delta
Lambda Pi Eta

Debate Awards

Parliamentary Debate (NPDA)

University of Tennessee, Debate Spring 2013, Debate Tournament Champion
University of Tennessee, Debate Spring 2013, 3rd Place Speaker
Louisiana State University – Baton Rouge, Spring 2013 Debate Semi-Finalist
Louisiana State University – Baton Rouge, Spring 2013 Debate, Top Speaker
Western Kentucky University, Invitational Debate Fall 2012, Debate Finalist
Western Kentucky University, Invitational Debate Fall 2012, 5th Place Speaker
Louisiana State University – Shreveport, Debate Fall 2012, Tournament Champion
Louisiana State University – Shreveport, Debate Fall 2012, Top Speaker
Louisiana State University – Baton Rouge, Debate Spring 2011, Debate Semi-Finalist
Louisiana State University – Baton Rouge, Debate Spring 2011 Top Speaker
Sam Houston State University, Debate Spring 2011, Debate Semi-Finalist
Sam Houston State University, Debate Spring 2011, Top Speaker

International Public Debate Association (IPDA)

University of Tennessee, IPDA Debate Spring 2013, Debate Tournament Champion
University of Tennessee, IPDA Debate Spring 2013, 3rd Place Speaker
Louisiana State University – Baton Rouge, IPDA Team Debate, Spring 2013, Champion
Louisiana State University – Baton Rouge, IPDA Debate, Spring 2013, Semi-Finalist
Louisiana State University – Shreveport, IPDA Debate Fall 2012, Semi-Finalist
Louisiana State University – Shreveport, IPDA Debate Fall 2012, Top Speaker
University Conway Arkansas, IPDA Debate Spring 2012, Debate Semi-Finalist
University Conway Arkansas, IPDA Debate Spring 2012, 2nd Speaker

National & International Tournaments

Pi Kappa Delta 2013 All-American Debater
IPDA National Debate Tournament, 2013 Team Debate National Champion
IPDA National Debate Tournament, Spring 2013, 5th Place Speaker
IFA International Debate Tournament, Antwerp, Belgium, Spring 2013, 4th Place
IFA International Debate Tournament, Antwerp, Belgium, Spring 2013, Top Speaker
IFA International Debate Tournament, Rome, Italy, Spring 2012, 6th Place
IFA International Debate Tournament, Rome, Italy, Spring 2012, Top Speaker
IPDA National Debate Tournament, Spring 2012, Debate Semi-Finalist
IPDA National Debate Tournament, Spring 2012, Top Speaker in the Nation
Pi Kappa Delta National Tournament, Debate Semi-Finalist
Pi Kappa Delta National Tournament, Impromptu Speaking, Superior
Pi Kappa Delta National Tournament, Extemporaneous Speaking, Superior
Pi Kappa Delta National Tournament, After Dinner Speaking, Superior

Debate Coach Awards

IFA National Tournament Barcelona, Spain 2015 5th Place
IFA National Tournament Barcelona, Spain 2015 2nd Place Speaker Award
NPDA National Tournament Spring 2014, Top Speaker in Nation
NPDA National Tournament Spring 2014, 4th Place
Webster University, Public Forum Debate Spring 2014, 2nd & 4th Place
Webster University, Public Forum Debate Spring 2014, Debate Speaker– 1st, 6th and 9th Place
Gorlock, Parliamentary Debate Spring 2014, Tournament Champions
Gorlock, Parliamentary Debate Spring 2014, 1st, 2nd and 4th Place Speaker Awards
IFA National Tournament Barcelona, Spain 2015 4th Place
IFA National Tournament Paris, France 2014 3rd Place
ADA International Tournament Seoul, Korea 2014 Tournament Champions
ADA International Tournament Seoul, Korea 2014 1st, 2nd and 3rd Place Speaker Awards
Western Kentucky, Parliamentary Debate Fall 2013, Tournament Champions
Western Kentucky, Parliamentary Debate Fall 2013, Debate Sweepstakes – 1st Place
Western Kentucky, Parliamentary Debate Fall 2013, Debate Speaker– 1st Place, 2nd Place, 3rd
Central Missouri, Parliamentary Debate Fall 2013, Tournament Champions
Central Missouri, Parliamentary Debate Fall 2013, Debate Sweepstakes – 1st Place
Central Missouri, Parliamentary Debate Fall 2013, Parliamentary Debate Speaker– 1st, 2nd, 5th

PROFESSIONAL EXPERIENCE

COVID Clinic

2020-2023

Senior Vice President of Sales

Huntington Beach, CA - Nationwide

As the "3rd Fastest Growing Company in the World" in 2021 (growjo.com) Rume Brand utilizes "disruptive innovation" within the healthcare arena to facilitate patient care at the point of need. The patient-healthcare provider relationship model provides radical change utilizing the combination of technology and public demand for access. Rume has transformed patients' healthcare access and interaction with their healthcare provider.

- Developed EKRA and CLIA compliant, scalable sales organization, to achieve strategic growth objectives with full revenue/P&L responsibility.
- Led the commercial strategy for acquisition of new partnerships, services, and customers, expanding penetration within existing customers/programs; and reinforcing disciplined sales processes and world class sales channels and partnership organizations.
- Oversight SaaS platform for Regional & International testing (www.testfortravel.com).
- Collaborate with State, County, and Local Government Agencies in areas of policies, standards, and values, compliance to increase testing opportunities.
- Identify opportunities for increasing visibility, corporate partnerships, brand recognition and engagement with multiple audiences in current markets.
- Execute the engagement, hiring, training, retention, and performance of sales staff, including, business development & client relations.
- Organizational development and growth, OKR & KPI development and analysis, management training, marketing, human resources, management strategies, forecasting & analysis.

Transcendent Consulting Group

2012-2020

Chief Growth Officer (CGO)

Columbus, OH - Nationwide

Fractional CSO providing collaboration with C-level and Executive Leadership in Clinical, B2B, SaaS, and high-growth arenas to increase organizational value. Developed and implemented forward thinking strategic plans for 3 – 5 years as an integral part of business plans to meet or exceed industry and customer requirements. Direct oversight of overall business development including identifying gaps in the business or capabilities portfolios, M&A, strategic partnerships, joint ventures, and divestitures. Provided strategic communication, organizational development, and market analysis.

- Develop a comprehensive, inclusive strategic plan and growth strategy by collaborating with the CEO, senior leadership, and the board of directors, which determines the enterprise's overall vision, evaluates the overall business portfolio.
- Analyze macroeconomic factors, competitive dynamics, market share changes, organization capabilities (e.g., product line performance), government regulation, and strategic risks.
- Identify and often execute important capital projects, joint ventures, potential M&A targets and other strategic partnership opportunities.
- Organizational development and growth, OKR & KPI development and analysis, management training, marketing, human resources, management strategies, forecasting & analysis.

ZipSearch

2007-2012

Chief Operating Officer (COO)

San Diego, CA - Nationwide

Oversight of online media spend, affiliate lead generation strategies and management of strategic partnerships. Responsible for the allocation of operations, sales, and budgets. Market place execution to achieve sale forecasts, marketing spend, and revenue goals. Strategic emphasis and direction provided to sales and marketing while serving as a key member of the executive team. SaaS platform for deliverability and client engagement.

- Organizational development and growth, OKR & KPI development and analysis, management training, marketing, human resources, management strategies, forecasting & analysis.
- Identification and management of partners to execute and negotiate new and existing media contracts.
- Performed cost and revenue analysis, product pricing, campaign optimization, campaign negotiations, database management, and lead generation.
- Effective management and analysis of all online marketing campaigns.

Z57 Internet Solutions

2001 - 2007

Vice President of Sales & Marketing

San Diego, CA - Nationwide

Led both the Client Acquisition and Customer Service departments of an Internet marketing company, specializing in developing turnkey Internet marketing services. Managed all aspects of operations including inside/outside sales, customer service, management, employee recruitment, coaching and development. SaaS platform for deliverability and client engagement.

- Organizational development and growth, OKR & KPI development and analysis, management training, marketing, human resources, management strategies, forecasting & analysis.
- Direct oversight of recruitment and training. and development of 4 divisional offices, while integrating core management strategies for an integrated team of 250.
- Recognized by San Diego Metropolitan as one of the “**40 Most Influential Leaders in San Diego under 40**”, September 2006.
- Recognized as one of San Diego’s “Top 100 Fastest Growing Companies” for 3 straight years.

Professional Honors & Awards

Top 40 under 40 Business Executives, San Diego, CA, 2006

Who’s Who Business Executive - 2017