

NAME

Mobile: • Email

EXECUTIVE-LEVEL MANAGEMENT: VP

BUSINESS DEVELOPMENT • MARKETING • STRATEGIC PARTNERSHIPS

Accomplished MBA executive with broad experience in leading new business development and marketing for multi-million dollar real estate projects. Proven success in defining business and marketing strategies and translating them into high-impact actions, operations, and financial results. Expertise in leveraging assets and infrastructure of consumer venues and physical plants. Persuasive communicator, collaborative deal-maker, and tactical leader with talent for developing strategic alliances, driving consensus, and motivating and leading teams to success.

New Business Development • Business Plans • Business Forecasting • Property Development • P&L • Budgets
Finance Management • Project Management • Special Projects • Business Forecasting • Presentations •
Negotiations • Customer Service • Strategic Marketing • Bid Process • Proposal Development

PROFESSIONAL EXPERIENCE

COMPANY NAME., CITY, STATE

date -date

Company description

Vice President, Partnership Marketing and New Business Development

Managed national business development, including sponsorship sales and partnership marketing, for 38-center portfolio. Led new revenue generation and relationships with existing business partners. Directed and developed executive team at each center to deliver on commitments.

- Drove \$8+ million in new income through oversight of media category; managed and restructured existing partnerships; and identified, negotiated, and implemented vertical growth strategies for media channels.
 - Created \$1 million annually through pursuit and implementation of technology-based solutions, including deals with telecom providers and sponsors for centers; cellular solutions, including rooftop, collocation towers, and in-building Distributed Antenna Systems; and satellite radio sponsorships.
 - Generated annual \$1+ million revenue stream, implemented process improvements, and reduced overhead by negotiating terms for corporate procurement care program and travel card program.
 - Triggered \$1.5 million annually by negotiating portfolio-wide gift card agreement,
 - Delivered more than \$2 million annually by finalizing multi-year beverage agreement.
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COMPANY NAME., CITY, STATE

date -date

Company description

Executive Vice President

Managed operations of 5,000 acre planned community featuring 1,300 residential units, on-site lodging, golf course, equestrian center, and other amenities. Led and developed 6 Director-level direct reports and staff of 100 in all areas of operations, including facilities, real estate sales and construction, marketing, and property owners' association. Directed project financing needs and banking relationships.

- Sold over \$15 million in property in deteriorating and challenging market conditions.
- Completed and opened \$9 million on-site lodging facility on budget and to rave reviews from members.
- Negotiated and completed critical land swap with state.

COMPANY NAME., CITY, STATE

date -date

Company description

Director, Field Marketing

Managed entire field marketing organization. Directed and developed staff of 12 Regional Vice Presidents and 250+ at field level. Led generation of shopper traffic via advertising and promotions, alternative revenue and sponsorship income, and sales for key retailers. Directed consumer and market research. Reported to SVP of Marketing.

- Completed strategic partnership planning analysis for each center in key markets; identified amenities in each center available for sponsorship and targeted companies to approach for sales opportunities.
- Impacted 20-30% revenue growth annually for 4-year period by collaborating with corporate strategic partnership group in execution of revenue-generating programs at center-level and supporting development of program content and parameters to achieve partner goals.
- Initiated and implemented segmented approach to centers marketing portfolio; developed priorities and marketing guidelines for each segment, including Brand Equity, Major Metro, and Community Centers.

ADDITIONAL PROFESSIONAL EXPERIENCE

COMPANY, City, State

Job Title

COMPANY, City, State

Job Title

EDUCATION

Master of Business Administration in Marketing, XXX UNIVERSITY, City, State

Bachelor of Science in Business Administration, Marketing, XXX UNIVERSITY, City, State