

Executive Business Developer

Accomplished and technical results-oriented executive with extensive business development, marketing and sales, enrollment enhancement, operations, account management, strategic partnering, staffing, and training experience; accomplishing and surpassing revenue and growth expectations

Demonstrated history of success in growing the company's revenue and profitability through business system development and operation improvements by leveraging Project Management Professional (PMP), business acumen, data analysis, and technical knowledge. Proven expertise in delivering strong sales, increased enrollments, and profit growth through building sales and marketing plans, strategic B2G and B2B partnerships, developing sales/account management teams, and uncovering new business opportunities. Skilled at driving new model launches, and incentive programs, retention programs, and CRM Initiatives. Expert at developing and sustaining robust, loyal relations with clients, and C-level executives, as well as federal, state, and local bodies.

Areas of Expertise

- Business Analysis and Development
- Business Operations
- Sales and Account Management
- Strategic B2G and B2B Partnerships
- Project Management
- Market Analysis & Assessment
- Crisis Management
- Government Funding Strategies
- Team Building & Leadership
- Training & Development
- Performance Optimization
- Exceeding Revenue Goals
- Cross-functional Collaboration
- Budgeting & Forecasting
- Salesforce/Sales Nav/Zoom Info

Professional Experience

HS Consulting

Jan 2024-Current

Vice President Business Development

Established and executed overall business strategy and operations surrounding the creation of a Consulting Firm helping Texas Career Schools and non-profits run more efficiently and improve revenue.

- Accomplished business growth by increasing enrollments through marketing plan execution and strategic partnerships with Workforce Boards and Centers, and Non-Profits, as well as for profit State of Texas TWC Career Schools.
- Develop consulting contracts with local non-profits to develop or enhance their State of Texas Career School and College.
- Created and executed business assessments, development plan, pricing, and contracts with Career Schools and Non-profits.

Apprentice Now

Mar 2023-Dec 2023

Regional Business Develop Executive

Developed and executed overall startup business strategy and operations surrounding the creation of a new territory for leading a nationwide corporate training company Apprentice Now. Developed strategic partnerships and profitability by increased scope of Apprentice Now for developing corporate workforces by reskilling local workforce through virtual training.

- Accomplished business growth by attaining clientele through marketing plan execution and strategic partnerships with Workforce Boards and Centers, and community partners as well as recruiting, hiring, payroll, and training staff.
- Secure partnerships for training with major statewide employers Workforce Solutions, Capital Metro, Kiewit, and others.
- Created and executed marketing plan, sales scripts, discovery and solutions presentations.

Austin Area Urban League, Austin, TX

2020 - Mar 2023

Senior Director Austin Area Urban League Tech and Career Academy (AAULTCA)

Established and executed overall business strategy and operations surrounding the creation of a new business unit for leading central Texas non-profit. Developed strategic partnerships, profitability, and increased scope of AAUL.org by developing State of Texas (TWC) Career School and College for reskilling local workforce training in person and virtual.

- Created successful business unit which entails marketing and sales plan, website development, hiring staff, direct procurement, core curriculums, school catalog, and design layout for a new State of Texas Career School and College.
- Secure federal, state, and local funding grants by establishing robust strategic B2G and B2B partnerships with the Workforce Boards, US Department of Labor, IBM, Google, Tesla, Indeed, and other companies.
- Accomplished business growth by attaining clientele through marketing plan execution and strategic partnerships with Workforce Boards and Centers, and community partners as well as recruiting, hiring, payroll, and training staff.
- Steered collaborative efforts as a leader of cross-functional teams on Skill Based Hiring initiative and diversity and inclusion issues with the Rework America Alliance partnering with Fortune 500 companies.
- Organized job fairs and partnered with local and national employers to recruit job seekers through skill-based hiring.
- Developed job definitions and staffed high-performing teams by recruiting, hiring, and realigning critical staff members.

Goodwill Industries of Central Texas, Austin, TX

2019 – 2020

Senior Director Goodwill Career and Technical Academy (GCTA) | Executive Team Member

Led Goodwill Industries Executives through the purchase and acquisition of Consulting Solutions.Net at the State of Texas level.

- Increased business revenue and profitability by creating a new GCTA Marketing Strategy and website, developing new catalog, expanding training menu and curriculum, and enhancing schedules, recruiting, sales and training system.
- Secured key B2G and B2B Strategic Partnerships: State of Texas Workforce Career School and College, Workforce Solutions, Seton, St. David Hospitals, Local AISD High Schools, Staffing Companies, and other training providers.
- Drove bottom line profit \$800k+ annually, through B2B and B2G partnerships and decreased overhead by implementing business process improvement via data analysis.
- Kept increasing business growth during COVID-19 and expanded customer base state and potentially nationwide by devising and deploying Goodwill's GCTA virtual/online remote classroom learning strategy.
- Built high-performing teams by hiring and realigning critical staff members.

Consulting Solutions.net, TWC, and VA Approved Career School, Austin, TX

1998 – 2019

Executive Director/Founder | Specializing in Technical and Professional Career Training

Established a start-up Career and Informational Technology Training School in Central Texas from the initial writing of the business plan, capital investments, negotiation with suppliers, building of the office, financial transactions, launching of advertising and marketing promotions, and all hiring and training of employees.

- Oversaw entire aspects of retail sales, online web presence, account management, customer service, and data management and reporting of all clients with all partners, grants, and government agencies (State of Texas, Federal).
- Increased sales by \$750K+ annually via development of technical and professional training including, Microsoft Office, Medical Coding, CompTIA, Web Design, Java, Oracle, and Project Management courses using client marketing system.
- Secured key B2G and B2B Partnerships: State of Texas Workforce Career School and College, Veterans Affairs (VA) School, PMI.org Registered Educational Provider (REP), Workforce Solutions, Workforce Opportunity Investment Act (WIOA), and Trade Adjustment Act (TAA) Provider.
- Successfully recruited, and trained students to qualify for certifications and job openings: placed over 150+ Project Management Professionals (PMP) and hundreds of other clients across Central Texas Region.
- Recruited, hired, trained, and developed high performing staff and certified training instructors.
- Partnered, sponsored, and recruited clients/staff from the largest Central Texas job clubs; Launch Pad Job Club and Job Seekers Network.
- Created staffing division, won contract with federal agency, and placed numerous clients.
- Developed Certified State of Texas Historically Underutilized Business and City of Austin Disadvantaged Business Enterprise (DBE).

Additional Experience

Senior Business Developer, The Brown Team, E-Commerce Business Marketing Consultants, Austin, TX

Process Development Engineer, National Center for Manufacturing Services, IBM and Texas Instruments, Austin, TX

Education

Bachelor of Science in Chemical Engineering

Texas A&M University, College Station, TX

Certifications and Awards

- Project Management Professional (PMP), PDUs and Ongoing Global Conferences, 2005-Present
- Achievers, E-Commerce top 1% Leadership Performance Club
- Sales Training and Personal Power, Brian Tracy, Zig Ziglar, Tony Robbins Training Courses
- International Business Machines (IBM), Leadership '90 IBM Comprehensive Management Training Course
- Officer Training School, United States Marine Corps

Affiliations

Board of Directors, Concordia High School

Board of Directors & Sponsor, Job Seekers Network and Launch Pad Job Club

Central Texas Leader, Leadership Team Development (LTDTeam.com)

Paid Lecturer: Business Ownership & Growth, Entrepreneurial Skills, and Sales

Elder, Celebration Church Georgetown & Austin