



## Professional Experience:

### Brooke Communications, LLC      London, KY

#### *Vice President of Marketing*

- Authored company business plan modeled to make system acquisitions in cable TV industry
- Compiled Venture Capital application resulting in the recent approval of **\$60 million** in capital funds
- Directed collection and analysis of the due diligence of multiple cable TV properties located in various Southeastern states

### NorthStar Technology, LLC      Somerset, KY

#### *Vice President of Marketing*

- Authored corporate business plan resulting in equity investments for the company
- Compiled and submitted RUS loan application resulting in **\$23.6 million** in equipment financing
- Designed and presented corporate presentations to potential equity investors and lenders
- Selected advertising agency and negotiated agency contract
- Initiated marketing planning process with agency including name and trademark search, brand planning, market research, media analysis and budget planning

### Duro Communications, Inc.      Orlando, FL

#### *Regional Marketing Director*

- Assisted Regional Vice President with the consolidation of over **twenty** acquisitions
- Managed multi-million dollar marketing and advertising budget for multiple brands within region
- Responsible for development of all regional marketing materials and web sites
- Designed and implemented trade show package, supervising all trade shows and events
- Managed public relations including press releases, newspaper interviews, radio and television appearances, and press conferences
- Negotiated media partnerships with television, radio and newspapers, including a multi-million dollar agreement with three **CBS affiliates** in the region
- Negotiated and managed regional corporate sponsorships including the **Nashville Predators** of the **National Hockey League**, and numerous minor league sports teams

**ICX Online, Inc.      Knoxville, TN**

*Director of Marketing & Sales*

- Launched marketing department, including planning, strategy and implementation
- Managed all advertising and promotions including trade shows and community events
- Supervised all commercial and residential sales representatives
- Increased existing residential customer base by **95%** during tenure
- Increased commercial customer base by over **900%** during tenure
- Established and managed educational sponsorship with **Knox County Schools**
- Established and managed local charitable sponsorships with **American Lung Association** and **Mission of Hope Appalachian Ministries**
- Company was acquired by Duro Communications of Orlando, Florida

**GMH Distribution, Inc.      Knoxville, TN**

*Founder & President*

- Started national distribution company to market remanufactured commercial conveyor ovens
- Coordinated all facets of the operation including financial, marketing and technical.
- Achieved **100%** sales growth every year for four straight years
- Managed national trade show appearances in Las Vegas, Orlando, New Orleans and Nashville
- Clients included **Pizza Hut, Little Caesars, Domino's and Papa John's**
- Sold business to international equipment dealer headquartered in Australia

**GMH, Inc. dba Checkers Pizza      Knoxville, TN**

*Owner/Operator*

- Purchased, reorganized and operated two retail pizza carry out & delivery operations
- Managed over twenty five employees between the two locations
- Sold retail stores to private restaurant operator prior to Pizza Hut's entry into the delivery market

**Professional Skills:**

- Leadership and Team Building
- Strategic Planning and Implementation
- Public and Media Relations
- Corporate Presentations
- Public Speaking

**Technical Skills:**

- Proficient in Windows, Microsoft Word, Excel, and PowerPoint
- Adobe Acrobat, Adobe Photoshop LE
- Internet Protocol & Routing
- Basic Computer Networking

**Education:**

- University of Tennessee – Knoxville
- Bachelor of Science Degree, Business Administration
- Major – Marketing

**Community Involvement:**

- First Baptist Concord – Communications Committee – 1996 to present
- Infinity Sports, Knoxville – Board of Directors – 1999 to present
- WeStand.org – Founder & Executive Director – 2004 to present
- Mission of Hope Appalachian Ministries – Marketing Advisor – 2000 & 2001
- American Lung Association – Fund Raising Dinner Committee – 1999 Event
- Weekend Of Champions – Event Chairman – 1998,1999
- Cedar Bluff Farragut Optimists Club – Volunteer Coach – 2000 - 2004