

Career Objective

A dynamic executive with over 20 years of strategic leadership in operations, marketing, and business development. Proven expertise in driving growth, optimizing operational efficiency, and leading high-performance teams. Seeking a COO/CMO role to leverage my extensive experience in operational excellence and marketing innovation to propel an organization's sustained growth and profitability.

Professional Experience

Daedalus Strategies | CEO

Sacramento, CA | Aug 2011 - Present

- Led the development and execution of comprehensive marketing and operational strategies for clients
- Directed cross-functional teams, resulting in a 30% increase in client sales and market visibility
- Managed all operations, contributing to sustainable annual revenue of \$1.2M - \$1.5M
- Established scalable infrastructures to support rapid business expansion for both the company and its clients
- Spearheaded successful market expansions for clients, increasing market share by 5-15%

Education

Executive Master of Business Administration (EMBA)

California State University, Sacramento | Expected 2025
Concentration: Marketing and Organizational Structure

Bachelor of Arts in History

California State University, Sacramento | 2007
Concentration: European and North American Relations

Skills

- Strategic Planning & Execution
- Operational Efficiency & Process Optimization
- Integrated Marketing & Communications
- Financial Management & Budgeting
- Team Leadership & Development
- Data-Driven Decision Making
- Market Research & Analysis
- Cross-Functional Collaboration

Certifications

- International Studies | University of the Pacific | 2006

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Professional Affiliations

- Member, CFA Society Sacramento | 2024
- Founder & Former Board Member, Bit People Advancing Crypto (BITPAC) | 2022-2023
- Founder & Board Member, Council For Giving | 2016-2019
- President, Sacramento Public Relations Association | 2016-2017
- Board Member, Sacramento County Historical Society | 2009-2012
- Author, *A History of Alcatraz Island* (1st Edition 2008, 2nd Edition 2022)

References are available upon request.