

# BRAD OSWALD

Revenue-Owning Systems Builder | B2B E-commerce | AI / ML & Analytics

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## PROFESSIONAL SUMMARY

Revenue-owning systems builder who now speaks AI fluently. Senior operator and technical leader with 15+ years building and scaling growth engines across renewable energy and logistics & distribution. Architected and managed a B2B e-commerce platform generating **\$28M+ annually**, including ERP integrations, API-connected services, and customer and sales portals. Owns full sales data since platform launch and applies analytics, statistical modeling, and machine learning to optimize decisions and scale revenue impact.

## CORE SKILLS

**Programming:** Python, R, SQL, JavaScript

**ML / AI:** Supervised Learning, Unsupervised Learning, Deep Learning, Natural Language Processing

**Libraries & Tools:** Pandas, NumPy, Scikit-learn, TensorFlow, PyTorch, Matplotlib, Seaborn

**Analytics:** Data Analysis, Statistical Modeling, Data Visualization, Business Intelligence

**Systems:** B2B E-commerce, ERP (P21), APIs, Sales Portals, Customer Account Platforms

## EXPERIENCE

### *S. Freedman & Sons, Inc. - Marketing Director*

Oct 2016 - Present | Landover, MD

- Hired to lead all marketing and digital initiatives for a 110-year-old logistics and distribution company.
- **Architected and scaled a B2B e-commerce platform generating \$28M+ in annual revenue**, now a core revenue engine.
- Built and operated a **12,000+ SKU** online catalog supporting complex B2B pricing and account structures.
- Led **end-to-end integration with P21 ERP**, enabling real-time inventory, pricing, customer, and order data synchronization.
- Designed and managed **API-connected systems**, customer portals, and sales-rep portals used daily by internal teams.
- Own and analyze **complete sales data since platform launch**, using reporting and analytics to guide pricing and growth strategy.
- Recruited and managed marketing talent and external partners across brand, demand, and platform initiatives.

### *ImpactOffice - Director of Marketing*

Sep 2012 - Oct 2016 | Washington, DC-Baltimore Area

- Led company-wide marketing strategy focused on engagement, demand generation, and revenue enablement.
- Partnered with national brands including Keurig, BiC, Energizer, Honest Tea, and 3M on campaigns supporting sales growth.
- Built repeatable systems across social, email, sales outreach, and vendor promotions.
- Implemented ROI-focused reporting to improve campaign performance and inbound lead flow.

### *SunEdison - Sr. Marketing Communications Manager*

Jan 2011 - Jun 2012 | Beltsville, MD

- Promoted to lead public relations strategy in a fast-scaling renewable energy environment.
- Managed trade show and event budgets exceeding **\$250K**.

- Developed sales enablement tools including mobile applications, webinars, and digital collateral.

### ***SunEdison - Marketing Manager***

Jan 2007 - Dec 2010 | Beltsville, MD

- Supported brand growth through website launch, SEO strategy, and enterprise-facing marketing assets.
- Built tradeshow and speaking strategies and delivered ROI reporting.
- Supported launch of SunEdison's first utility-scale solar deployment with Xcel Energy (8.2MW, Alamosa, CO).

### ***Oswald Consulting - Owner / Principal***

Jan 2005 - Jan 2007 | Northern Virginia

- Provided market research, competitive analysis, website development, rebranding, and business development strategy.

## **EDUCATION**

University of South Carolina-Columbia - Bachelor of Arts (BA), Media Arts