

CURTIS L. COBBINS

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COMMUNICATIONS & MARKETING DIRECTOR

Solutions-focused, accomplished self-starter seeking to contribute industry expertise toward leading a progressive organization in optimizing productivity and performance. Adept at evaluating industry trends and using findings toward designing and executing innovative strategies to boost company leveraging in a competitive market. Effective communicator and liaison, known for building strategic partnerships and alliances. Continuously pursues opportunities to learn and takes on challenges for further professional development and growth.

Areas of expertise include:

- Cross-Functional Team Leadership
- Black-Belt Certified / Process Improvement
- Competitive Analysis & Positioning
- Merchandising
- Staff Training & Motivation
- Communications Management
- Strategic Planning
- Turnarounds
- Business Development
- P&L Management

PROFESSIONAL EXPERIENCE

GERSON LEHRMAN GROUP – New York, New York 2011 - Present
Gerson Lehrman Group, Inc. has over 700 employees in 19 locations globally, all working to empower companies to make the right connection to people, ideas and opportunities.

INDEPENDENT MANAGEMENT CONSULTANT

Demonstrate exceptional management skills and talents in supporting multiple organizations with analyzed data and prepared reports with detailed findings.

DYNAMIC CONSULTANTS ENTERPRISE – Las Vegas, Nevada 2010 - Present
World's largest management consulting firm; clients include: Marshall Retail Group, and Party USA.

PRESIDENT/CHIEF EXECUTIVE OFFICER

Successfully prioritize, plan, coordinate, and drive operations to ensure on-time, requirements compliant completion. Apply problem solving, critical thinking, and management skills toward consistently achieving critical deadlines while maintaining high quality standards, with a strong focus on optimizing productivity and performance. Strategically align customer experience with corporate strategies. Develop proprietary models to generate results for retailers.

- Contribute solid communication skills in supporting organizations in enhancing infrastructure and concepts through turnkey operation action plans outlining corporate products, merchandising strategies, retail operations, purchasing, and staffing procedures.
- Executed in-depth market research project for Marshall Retail Group.
- Train, oversee, and counsel more than 100 different specialty retailers in 50 states with property negotiations, franchise marketing & promotion, contract management, and risk assessments.

SET & SERVICE RESOURCES. – Las Vegas, Nevada 2010 - Present
Provider of temporary labor and recruiting services for merchandising, major resets, remodels, and promotions.

MERCHANDISER

Drive retail performance through creation of plan-o-grams and cut-in audits, and strategic architecture of store build outs. Guide store improvement projects from inception to execution for cosmetic sets, fixture installations, demonstrating, promotions, and floor sales.

SOLVATE INC. – New York, New York 2009 - 2012
Solvate is the premier platform for businesses to find freelancers and consultants.

MANAGEMENT CONSULTANT

Maximize performance in consistently completing projects on time and within budget in a fast-paced, time-sensitive environment requiring superior planning, organization, and leadership skills. Reduce maintenance costs by conducting all

phases of project review and implement technology standards company-wide, integral to decreasing redundancy and saving annually on maintenance costs. Actively liaise between the management and sales teams on project development, pre-sales meetings with clients, and definition of enterprise architecture. Effectively analyze processes to define inefficiencies and provided expert recommendations to boost results. Directly manage projects from inception through completion, including Web site re-launch, development of requirements and data models, and all documentation throughout project lifecycles.

- Track the creation and execution of support systems, management reporting, payment approval, and accounting interfaces, further illustrating multitasking and management abilities.
- Provide support for the creation and implementation of detailed project plans for multiple simultaneous projects, resulting in increased visibility of inter-project dependencies.

-Continued-

PARTY USA – Las Vegas, NV

2009 - 2012

Party USA is a leader in the party goods industry.

DIRECTOR OF MARKETING

Prioritized and coordinated multiple simultaneous marketing initiatives to maximize efficiency and achieve critical timelines. Launched a multi-faceted regional vision, with an emphasis on brand enhancing, Retail Marketing programs that increase revenue generation and promote superior customer service. Trained, mentored, and supervised a cross-functional team for Multi-State Sales, Marketing, and Retail teams. Significantly enhanced the Retail Marketing position by cultivating partnerships involving Brand Management, Digital, Advertising, CRM and PR, and driving traffic.

- Spearheaded the successful planning, development, and tracking of Retail Marketing budgets and expenditures to ensure optimal use of resources while controlling costs.
- Consistently achieved ROI by effectively managing program feedback and evaluation process of all initiatives; conducted in-depth research and analysis of results to define, develop, and implement new and improved strategies.
- Designed, developed, and implemented key project management plans secure additional revenue from the United States Postal Service to develop Multiple CPU's in the retail outlet.

TEAVANA CORPORATION – Chicago, IL

2005 - 2008

Teavana opened over 150 Teavana locations throughout the US and Mexico.

GENERAL OPERATIONS MANAGER

Effectively tracked performance by reviewing and reconciling P&L statements and using data to define future business strategies. Improved operational efficiency by revamping staffing model and marketing plan to optimize productivity and increase sales. Proactively identified and implemented new opportunities to successfully manage service improvements, develop business opportunities, and deliver presentations to key decision makers.

- Cultivated and expanded business opportunities with existing clients and optimized staff performance by training them on Six Sigma methodologies and Kaizen methods for effective sales techniques.
- Reduced employee turnover and achieved higher employee retention rate in Chicago, IL office.
- Increased output and profit performance by integrating key initiatives involving partner needs assessment, competitive analysis, and execution deliverables.

EDUCATION & ADDITIONAL QUALIFICATIONS

MASTERS CERTIFICATE IN FINANCIAL MANAGEMENT - CORNELL UNIVERSITY

MASTERS OF BUSINESS ADMINISTRATION- UNIVERSITY OF CANTERBURY

BACHELORS OF ARTS IN BUSINESS ADMINISTRATION- UNIVERSITY OF CANTERBURY

BACHELOR OF SCIENCE IN COMMUNICATION; MINOR IN MARKETING & SALES - UNIVERSITY OF PHOENIX

LOGISTICS & DISTRIBUTION - CHICAGO STATE UNIVERSITY

MASTERY OF BUSINESS APPLICATIONS – HARRY S. TRUMAN

Professional Training & Development:

- **Master Six Sigma Black Belt**
- **Kaizen Management**
- **Litigation & Alternative Dispute Resolution**
- **Project Management**
- **Total Quality Management**

Technical Skills:

Minitab, Mac OSX Lion, Microsoft Windows XP, Vista, Windows7 Professional, Adobe CS5 Master Collection, Celerant POS, Visual Retail Plus POS, Counterpoint POS