
BOB DENNY

Scottsdale, 11488 E. Paradise Lane

480-544-3499

Bobd@impacks.com

OBJECTIVES

Seeking a management position with similar responsibilities in the management space to apply my skills and experiences with a forward-looking organization having strong leadership and market capture capabilities. Aspiring to deliver superior results in the areas of:

Marketing

Project Management

Training Recruiting

Sales

Technology

Budgeting

Operations

Advertising

IT Technical Program Management

Communications

People Management

Social Media Marketing

Acquisition

Marketing Automation tools

Digital Content Writing

Creative Services

Consulting

Mentoring

- Willing to (re)locate in: CA MA

PROFESSIONAL EXPERIENCE

IMPACKS

Jan 2012 - Present

Sales and Marketing Consultant

- Currently supervising Sales, Creative Services and Marketing activities with accountability for results.
- Accountable for Advertising activity in a collaborative capacity for 7 months, delivering strong outcomes.
- Directly contributing to Budgeting activity for more than 6 months with excellent results.

Accomplishments:

Recruited and trained national sales force (30 reps) for equestrian apparel manufacturer – Noble Outfitters

5.11 Tactical

Jan 2010 - Dec 2011

Executive Vice President of Sales and Marketing

- Supervised Marketing activity for more than 6 months with excellent results.
- Team contributor to CRM activity for more than 5 months having delivered excellent results.

Accomplishments:

Grew top line sales from \$126MM to \$181MM while exceeding bottom line objective of 20%

5.11 Tactical

Nov 2008 - Dec 2009

Vice President of Marketing

- Supervised Marketing activity for more than 6 months with excellent results.
- Team contributor to CRM activity for more than 5 months having delivered excellent results.

5.11 Tactical

Oct 2003 - Oct 2008

National Sales Manager

- Supervised Marketing activity for more than 6 months with excellent results.
- Team contributor to CRM activity for more than 5 months having delivered excellent results.

E & J GALLO WINERY

Apr 2002 - Sep 2003

Senior Director, Marketing

- Accountable for People Management activity in a supervisory capacity for 6 months; delivered strong outcomes.
- Team contributor to Marketing Automation tools activity for more than 5 months having delivered excellent results.
- Directly contributed to Digital Content Writing activity for more than 6 months with excellent results.

E & J GALLO WINERY

Jun 1999 - Apr 2002

Director, Marketing

- Supervised People Management activity for more than 6 months with excellent results.
- Team contributor to Marketing Automation tools activity for more than 5 months having delivered excellent results.
- Directly contributed to Digital Content Writing activity for more than 6 months with excellent results.

E & J GALLO WINERY

Jul 1997 - June 1999

Manager, Marketing

- Supervised People Management activity for more than 6 months with excellent results.
- Previously accountable for Marketing Automation tools activity in a collaborative capacity for 5 months with strong outcomes.
- Held accountability for Digital Content Writing activity in an individual contributor capacity for 6 months; delivered strong outcomes.

GALLO WINE DISTRIBUTION COMPANY

1993 - 1994

Area Sales Manager

- Previously accountable for Sales activity in a collaborative capacity for 5 months with strong outcomes.
- Directly contributed to Marketing activity for more than 6 months with excellent results.

GALLO WINE DISTRIBUTION COMPANY

1990 - 1990

District Sales Manager

- Previously accountable for Sales activity in a collaborative capacity for 5 months with strong outcomes.
- Directly contributed to Marketing activity for more than 6 months with excellent results.

GALLO WINE DISTRIBUTION COMPANY

1989 - 1990

Sales Representative

- Team contributor to Sales activity for more than 5 months having delivered excellent results.
- Directly contributed to Marketing activity for more than 6 months with excellent results.

EDUCATION & CERTIFICATIONS

University of Arizona

1990

Bachelor of Science in Business Administration