
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

Sales

Operations

Communications

Acquisition

Creative Services

Project Management

Technology

Advertising

People Mananagement

Marketing Automation tools

Consulting

Training Recruiting

Budgeting

IT Technical Program Management

Social Media Marketing

Digital Content Writing

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.
- Team contributor to Advertising activity for more than 7 months with excellent results
- Accountable for Budgeting activity in an individual contributor capacity for 6 months, delivering strong outcomes.

E & J GALLO WINERY

Apr 2002 - Sep 2003

Senior Director, Marketing

- Accountable for People Mananagement activity in a supervisory capacity for 6 months; delivered strong outcomes.
- Previously accountable for Marketing Automation tools activity in a collaborative capacity for 5 months with strong outcomes.
- 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 Mananagement 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.

E & J GALLO WINERY

Jul 1997 - June 1999

Manager, Marketing

- Supervised People Mananagement 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.
- Directly contributed to Digital Content Writing activity for more than 6 months with excellent results.

GALLO WINE DISTRIBUTION COMPANY

1993 - 1994

Area Sales Manager

- 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.

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

- Previously accountable for Sales activity in a collaborative capacity for 5 months with strong outcomes.
- Held accountability for Marketing activity in an individual contributor capacity for 6 months; delivered strong outcomes.

5.11 Tactical

Jan 2010 - Dec 2011

Executive Vice President of Sales and Marketing

- Accountable for Marketing activity in a supervisory capacity for 6 months; delivered strong outcomes.
- Team contributor to CRM activity for more than 5 months having delivered excellent results.

5.11 Tactical

Nov 2008 - Dec 2009

Vice President of Marketing

- Accountable for Marketing activity in a supervisory capacity for 6 months; delivered strong outcomes.
- Team contributor to CRM activity for more than 5 months having delivered excellent results.

5.11 Tactical

Oct 2003 - Oct 2008

National Sales Manager

- Accountable for Marketing activity in a supervisory capacity for 6 months; delivered strong outcomes.
- Team contributor to CRM activity for more than 5 months having delivered excellent results.