

Kevin Bates

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WORK EXPERIENCE

McKesson

July 2023 – Present

Innovation Program Manager

Dallas, TX

- Prepared research, financial due diligence, and project management for prospective and active projects of enterprise-wide growth pilots with a focus on strategic impact to the organization.
- Provided financial analysis for completed proof-of-concept, interviewing stakeholders and external partners to develop framework utilized in scaling and implementing the pilot into an existing Business Unit.
- Led internal initiative in partnership with Legal and Procurement to decrease obstacles to innovation; improving collaboration between our department corresponding teams.
- Facilitated weekly team meetings, working collaboratively to manage team initiatives and identify areas of opportunity for the department.

Streamlytics, Inc.

Aug. 2021 – Oct. 2022

Business Intelligence & Investor Relations Manager

Dallas, TX

- Collaborated with Director of Data Strategy to create 20+ custom marketing segments leveraged by Head of Growth for business development conversations with Fortune 500 prospects.
- Provided account management for key strategic partner & data marketplace during onboarding and ongoing campaign. Activated through partner custom marketing segments leveraged by Fortune 500 programmatic advertiser.
- Utilized Data Analyst skillset to provide geographic analysis & dashboarding of 2,500+ Crowdfunding Investors, supporting Founder's outreach to high-value targets for strategic growth & investment.

Digital Niche Agency

Aug. 2018 – Aug. 2021

Digital Strategist

Los Angeles, CA

- Delivered 65+ marketing strategies for DNA Clients' engaging in a 4-8 week process of the eight-point marketing plan, consisting of market research, marketing channels, creative review, budgets and overall strategy for clients including blockchain / ICO, E-Commerce and Crowdfunding campaigns (both rewards and equity).
- Supported in Account Management of client's post-planning, working with the internal team to take plans into action and support both user acquisition and fundraising campaigns.

Growthink

Jan. 2015 – April 2018

Engagement Manager & Analyst

Los Angeles, CA

- Individually led and managed 67 client engagements: including needs assessment, client management and ultimate creation of offering materials including pitch decks, financial models, business plans and feasibility / opportunity assessments.
- Provided support and advisory for a total of 123 (\$1M in volume) consulting, strategy and investment banking engagements across industries (including Real Estate, Telecommunications, Oil & Gas, Film / Entertainment, Food & Beverage), with multiple clients utilizing offering documents for successful financings.
- During advisory, key activities included developing: pro-forma financial projections, business plans & investment memos and investor presentations. Materials were leveraged by clients for external presentation to Banks, Angel Investors and Venture Capitalists.

EDUCATION

Loyola Marymount University

December, 2013

Bachelor's of Business Administration (B.B.A.) in Entrepreneurship

Los Angeles, CA

- Executive Team, Delta Sigma Pi (Co-Ed Professional Business Fraternity)