Kevin Warde

Atlanta, Georgia · 404.664.5431 · e-mail: kevinwarde@gmail.com

OVERVIEW

Strong Skills & Experience: **20 years of experience in commercialization & strategy development across technology, fintech & payments companies**

· **Specialist skill set combining growth** & **product strategy in the context of emerging technologies** into a unique approach spanning realistic strategy evaluation & development linked to **execution road mapping & commercialization stages**

· **Strong cross-functional foundation** with deep experience in product, innovation, channel & partners

Strong Achievements: High-impact results - **increased company revenue by 18%+ and net income by 35%+** · Two President's Awards for **innovation** · **Employee of the Year** · Honor Society

Strong Technology Experience: e-commerce, payments, mobile, web and distributed software applications, web marketing, point of sale, kiosks, hardware

Strong Education: **MBA with Honors** - Emory's Goizueta Business School · BS in Engineering

CAREER EXPERIENCE

Head of Strategy, North America, Vice President

Elavon, subsidiary of US Bank   **(payment technology & processing)**   Atlanta   2011-Present

Head of Strategy for North America acting as **lead strategic adviser to the country leaders of four countries** covering $1+ B in revenues. Developed country-level & functional strategies spanning many business aspects.

- Led numerous global & functional strategies through a **staged growth framework** spanning evaluation, collaborative plan development, strategic road mapping & execution checkpoints
- Developed global Product Strategy spanning entire product scope, from legacy to over the horizon products incorporating **evaluation & commercialization of emerging technologies** (mobile, e-commerce, integration technologies and new payment methods)
- Developed **channel & sales force strategies** spanning channel modernization (digital paths to customers), evolving channel management practices, & salesforce transformation
- Developed **global acquisition & partnership strategy** focusing on technology-oriented targets as a part of an e-commerce and payments technology strategy
- Led country-level & segment strategies in North & Latin America, & Europe
- Awarded Gold-Shield Award for outstanding collaboration

Strategy/ Corporate Development - Director

Purchasing Power - Entrepreneur Top 500   **(fintech/ e-commerce)**   Atlanta   2007–2010

Responsible for **strategic growth initiatives** (via partners, channel and new products) in a first-mover company in a niche market - $140 M, 40% growth rate.

- Increased company **revenue by 18%+ and net income by 35%+**, totaling $20+M in previous 18 months
- Growth initiatives included **new product development, value-added strategy (Symantec), new venture development (Intel), new channel development (Dell),** and **new brand concept**
- **Exceptional value proposition development:** Strong evaluation abilities of the multiple perspectives of value creation - customer, product/competitive positioning, brand alignment, financial, and leverage of the company's competencies
- Strong ability to quickly **develop strategic concepts into results:** Disciplined planning process with a strategic pipeline and Go/No-Go Decision gateways to create a focus on high-impact concepts; business case development; strong evaluation skills of cross-functional capabilities and constraints to ensure successful execution of strategic goals
- **Led cross-functional execution teams to successful launches** with a strong ability to build executive and department support
- **Employee of the Year; President's Award for Innovation**

General Manager

Southwest Spine & Sport (family medical practice startup)   Fort Myers / Atlanta   2004 - 2006

Launched and managed family's medical practice (from initial founding to marketing, expansion plans, process development, and finances) growing from $0 to $1.5M and two offices.

Product Launch, Development & Marketing; Consulting Program Manager; International Planning

Radiant Systems   **(software and hardware technology for retailers**)   Atlanta   1998-2003

Implemented strategies that led the company into new markets and products for its **internet platform & applications**. This cross-functional position encompassed **strategic and partner development**, sales and product strategy.

- Led and closed **two strategic firsts** - first client on a new product and first entry into a new segment
- Comprehensive role in **new market entry**:
    - from evaluation of new markets and products, and business case development
    - to leading teams for **conceptual design and market requirements of new products**
    - to contract negotiation with deal sizes in the $ million+ range
- Led cross-functional team to implement the first customer-ordering kiosk based on a new platform
- Led product design, prototype and launch of a new kiosk pilot that led to a $15+ million deal
- Developed new branding and product positioning for the product portfolio

Project Manager - Engineering

Law Engineering   (engineering consulting)   Miami & Atlanta   1993-1997

Managed consulting engineering projects, supervising up to 15 engineers and contractors per project.
- **President's Award for innovation and teamwork**
- Promoted to Project Manager within two years, normally a four plus year progression

EDUCATION

Emory University – Goizueta Business School, MBA   Atlanta   1999
- **National Honor Society** (Beta Gamma Sigma) - **graduated in the Top 10%**
- Concentration in Strategic Planning with coursework in technology impacts to markets and growth strategies

University of Florida, Bachelor of Science in Engineering   Gainesville, Florida   1993
- Coached local youth teams in soccer, basketball and football

 Professional Development
- Constantly evolving growth strategy framework combining concepts from experiences, Zook's *Beyond the Core, Crossing the Chasm, Stage Gate*, and leverage concepts from Systems Dynamics
- New Product/Market Entry: *Crossing the Chasm,* minimum viable product & evolution, *Blue Ocean,* etc.
- Complex Sales - *Strategic Selling*, *Managing the Complex Sale*
- Project Management - Company-sponsored coursework