

Accomplished leader with proven expertise in transforming market insights into high-impact sales strategies that drive business growth, expand market share and elevate brand reputation across diverse markets. Adept at guiding teams to execute a shared vision and achieve ambitious goals, aligning initiatives with measurable business outcomes. Consistently recognized for record-breaking sales achievements and the successful launch of innovative products. Demonstrated ability to mentor high-performing teams, cultivate lucrative client relationships, and exceed sales objectives to contribute to overall company success.

Areas of Expertise

- Sales Planning & Execution
- Team Building & Leadership
- Revenue Optimization
- Market Analysis & Trends
- Business Growth & Development
- Customer Relationship Management
- Sales Coaching & Mentoring
- Process Improvement
- Sales Enablement Strategy

Career Experience

Director, Sales & Marketing | Commenco, Kansas City, MO

2021 – Present

Designed and led comprehensive sales initiatives, including the implementation of a unified sales processes, training, and tools. Leveraged data-driven strategies to optimize Sandler sales methodologies, fostering growth and helping the sales team to exceed revenue targets.

Key Achievements/Contributions:

- Spearheaded sales strategies and implemented new CRM software, driving client relationship growth and exceeding revenue goals by 10+% in 2023.
- Set a Motorola Solutions revenue record for Commenco, achieving a 170% increase and solidifying a position as a top 20 partner in the nation.
- Directed a sales team overhaul with strategic restructuring and training, resulting in a 30% uplift in sales since 2021.
- Developed go-to-market plans for new products, leading to a 140% year-over-year increase in product category sales in 2023.

Vice President of Operations | Ko Martial Arts, Overland Park, KS

2020 – 2021

Devised and implemented strategies for new member sales and marketing initiatives, boosting productivity and revenue. Created scalable systems to support future franchise expansion.

Key Achievements/Contributions:

- Oversaw a team of 20 staff to ensure operational and service excellence.
- Administered \$1.5M + annual budget across multiple branches through strategic planning and accurate forecasting.
- Executed robust growth strategies to deliver ~30% surge in gross revenue compared to the preceding year.

Provided strategic consulting to small business owners, driving competitive advantage and bottom-line gains.

Key Achievements/Contributions:

- Developed repeatable membership growth strategies to assist clients in achieving up to 27% revenue growth YOY.
- Mentored and coached clients to overcome operational challenges and develop strategies to achieve consistent growth.
- Devised informative content and tools for employee training, contributing to workforce competence and productivity.
- Achieved 100% success rate in customer satisfaction

Orchestrated the transformation of a traditional martial arts academy into a high-growth, modern enterprise by developing and executing comprehensive programs, innovative marketing strategies, and cohesive company-wide communication plans.

Key Achievements/Contributions:

- Rebranded from Ko's Black Belt Academy to Versus Sport Taekwondo, modernizing the company's image and market positioning.
- Accelerated revenue growth by 300%, scaling the business from \$150K to \$450K in annual revenue. This growth resulted in a significant increase in business valuation, culminating in the successful sale of the company.

Education

BGS – General Studies (Business Management & Psychology focus), University of Missouri – Columbia

MBA – Marketing Analytics, University of Missouri – Columbia (estimated completion 2026)

Volunteer Experience

Board Member – USA Taekwondo (2013-2023); served on the Audit, Nominations, and CEO Compensation Committees, contributing to strategic oversight and governance.

Founder – Kansas Taekwondo Association (2009-2019); provided strategic leadership and oversight for all aspects of association operations, including securing and managing volunteers, budget management, and ensuring compliance with regulatory documentation. Led event planning and execution while directing a team of volunteers to host 10+ regional events

Presenter, Coach Education – USA Taekwondo (2013-2018); selected as a subject matter expert by the US Olympic & Paralympic Committee. Developed and led nationwide coaching certification courses.

Event Committee Member – USA Taekwondo (2009-2016); participated in the planning and execution of regional, national, and international events.

Event Chair – Jesse Liddell Memorial Golf Tournament; led fundraising initiatives and engaged donors, earning a nomination for Chairman of the Year for driving the highest level of participation.