

Shane Kercheval, MBA

Expert Generalist
Strategist

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Who I am

I help companies create and execute strategies that identify opportunities and reduce risks.

I do this from a ‘full-stack’ perspective, bringing many skills to the table: marketing, forecasting, psychology, website optimization, analytics, SEO, programming & web development, and of course, strategy and execution.

These diverse skills allow me to see the big picture and navigate complex challenges.

My ideal environment is fast-paced, working with people who are intelligent, passionate, and empowered by leadership. I fit best in small to medium-sized companies that have a passion for delivering value.

Experience

- **IntelliText** *(from September of 2013 to the present)*
Expert Generalist, Strategist
 - Led initiatives to create new services and solutions for niche markets. Developed strategic objectives and created websites, marketing materials, and marketing copy.
 - Led ‘ideation’ initiative and developed processes for (business) idea viability analysis and idea development
 - Delivered ‘business analysis’ & financial forecasting consultations and reports for clients; very positive feedback
 - Led various initiatives for process improvement and best practices across organization (sales, company task management)
 - Highly involved in legal activities including reviewing/updating contracts, negotiation of contracts with clients
 - Led and worked on highly diverse set of projects and tasks.
- **GoDirect Foods** *(spare time, from July of 2014 to November 2015)*
Advisor, Strategy Consultant
 - Identified key business activities and strategic options; helped to plan and provide insight into the execution of ideas and projects
 - Provide guidance into scientific method of validating hypotheses
 - Set up analytics system in order to make data-based decisions
 - Led crowdfunding campaign, raised \$10,000
 - Created marketing plan and provided ongoing marketing insights
 - Led team to implement collaboration/communication methods
- **Itron** *(from July of 2008 to August 2013)*
Software Developer
 - Led several projects to a successful completion.
 - Received multiple documented acknowledgments for outstanding dedication and achievement.
 - Worked onsite at customer locations to successfully troubleshoot, resolve problems, and provide support.

Education

- **Masters - Business Administration**
Eastern Washington University (2013)
Graduated with Honors; GPA 3.99
Concentration in Finance
- **Bachelors of Science - Computer Science**
Eastern Washington University (2008)
Summa Cum Laude; GPA 3.87
Minor in Physics and Mathematics
Recognition of Achievement in C.S.

Professional Skills

Critical Thinking	●	●	●	●	●	●	●
Strategy / Options Analysis	●	●	●	●	●	●	●
Execution	●	●	●	●	●	●	●
Forecasting & ROI Analysis	●	●	●	●	●	●	●
Analytics / Statistics	●	●	●	●	●	●	●
Project Management	●	●	●	●	●	●	●
Ideation	●	●	●	●	●	●	●
Growth & Marketing	●	●	●	●	●	●	●
Website Optimization & SEO	●	●	●	●	●	●	●
Design	●	●	●	●	●	●	●
Sales	●	●	●	●	●	●	●
Legal	●	●	●	●	●	●	●
Psychology / Behavior	●	●	●	●	●	●	●
Risk Management	●	●	●	●	●	●	●
Process Improvement	●	●	●	●	●	●	●
Communication	●	●	●	●	●	●	●
Leadership	●	●	●	●	●	●	●

Technical Skills

HTML, CSS, JavaScript	●	●	●	●	●	●	●
Google Analytics	●	●	●	●	●	●	●
Google Tag Manager	●	●	●	●	●	●	●
MailChimp	●	●	●	●	●	●	●
Survey Monkey	●	●	●	●	●	●	●
MiniTab Statistics	●	●	●	●	●	●	●
WordPress	●	●	●	●	●	●	●
Jekyll	●	●	●	●	●	●	●
Python Programming	●	●	●	●	●	●	●
HootSuite	●	●	●	●	●	●	●
Excel	●	●	●	●	●	●	●
IFTTT / Zapier	●	●	●	●	●	●	●
Tool Research & Discovery	●	●	●	●	●	●	●

References

Shane understands business, strategy and what it's going to take to make a business successful. He will look at every angle and will come back to you and tell you what needs to be enhanced, changed, or deleted from your business plan.

JC Conrad

Founder/CEO, GoDirect Foods

References Available Upon Request

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