

AARON CONRAD

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EXECUTIVE PROFILE

Ambitious Director of Operations, Business Development and Marketing who creates strategic alliances to effectively align with and support key business initiatives. Builds and retains high performance teams by hiring, developing and motivating skilled professionals. Owner of team culture. 20 year resident of Hilliard.

SKILL HIGHLIGHTS

Leadership
Customer Experience
Sales
Communications

Social Media
Team Building
Program Director
Public Speaking

PROFESSIONAL EXPERIENCE

06/2016 to Current

Director of Operations, Business Development and Marketing

Bo Jackson's Elite Sports — Hilliard, Ohio

- ☒ Recently promoted to Director of Operations (July 2018)
- ☒ Responsible for all facility related contracts, contacts, agreements, staffing, culture.
- ☒ Responsible for all social media, print, media and marketing for the brand new facility in Hilliard.
- ☒ Liaison between media, community groups and Corporate Sponsors
- ☒ Responsible for sales of Corporate Team Building and Teaming Partners
- ☒ Support of each of the 6 Sports Directors in achieving their plan
- ☒ Recently recognized as the "MVP for Innovation" by SFA/SFM

08/2015 to 06/2016

Director of Business Development/GM

ESP/TEGG — Grove City, Ohio

- Integrating recently acquired TEGG franchise into ESP business
- Responsible for all Sales, Operations, Marketing and GM roles
- ☒ Built 5 year strategic plan
- ☒ Developed email campaigns to prospective sales targets
- ☒ Developed social media presence for ESP/FSP and TEGG

07/2013 to 08/2015

Director of Business Development/Marketing

Oak Security Group — Indianapolis, IN

- Analyzed competitors to evaluate the effectiveness of marketing strategies.
- Implemented high-impact strategies to target new business opportunities and new markets.
- Generated entire catalog of marketing pieces and catalog sections
- Designed and created marketing collateral for sales meetings, trade shows and company executives.
- Researched and implemented CRM for sales team

09/2001 to 08/2012

Director of Local Customer Teams

Stanley Security Solutions — Indianapolis, IN

- Designed and led development of a new corporate initiative (Local Customer Teams).
- Managed complexity of 18 different business units to provide one solution for customer
- Led 40 Sales Teams with over 400 employees across the United States and Canada.
- Increased cross-function sales for 5 consecutive years.
- Position directly accountable to the Chief Executive Officer
- Maintained P&L responsibility for entire Local Customer Team program
- Strengthened company's business by leading implementation of new sales literature and product training for Local Customer Teams
- Acted as liaison between Senior Executives and Outside Sales Field
- Achieved or exceeded \$2 Million Dollar Operating Plan each year in territory
- Position eliminated due to corporate reduction in workforce

EDUCATION

Bachelors: Business Administration

Mount Vernon Nazarene University — Mount Vernon, Ohio