COVER LETTER

Brian McKenzie

Sales Enablement, Sales Operations, and Client Care Professional

Sales Enablement Mgr
Line 6
26580 Agoura Road
Calabasas, CA 91302-1921

Brian McKenzie
Sales Enablement
5325 Newcastle
Ave #303
Encino,
California
91316

Phone
323-304-9494

Email
brianmckenzie@sbcglobal.net

Job Ref: Sales Enablement Manager for the Americas

Dear Line 6 Team,

Through my 10 years of combined experience in Client Care, Sales Operations, and Sales Enablement, I have a proven track record for developing high performing teams with a reputation to deliver exceptional service to internal and external customers.

At Notification Technologies Inc. (NTI), I played an integral role in helping our small start-up with an innovative SaaS solution become the #1 mass-notification provider in country within just four years. Our success at NTI eventually led to the company's acquisition by Blackboard Inc.

My roles in Global Sales Operations have allowed me to hone in on skills needed to effectively communicate and collaborate cross-functionally and drive results through consensus decision making. I pride myself on my vision and organizational agility that enables me to successfully execute strategic objectives through tactical initiatives.

Currently as the Director of Sales Enablement, I develop enablement programs and provide consultation to sales and marketing teams across 10 different business units to ensure information and resources are relevant and easily accessible to sales professionals.

Recently, I have been working with our marketing and sales teams to develop sales playbooks that allow sales to easily consume content and successfully execute strategic initiatives.

As a working professional currently in the Masters of Arts in Music Industry Administration program, I have acquired a vast amount of knowledge on the different sectors within the Music Industry, including: Recording, Publishing, Performance, and Music Products.

I thrive in fast-paced work environments and lead by example, rolling up my sleeves to personally see expectations are met and often exceeded.

Thank you in advance for your consideration. I look forward to meeting with you to further discuss this opportunity and how I can be an asset to your organization. I will be available for contact should you require any additional information.

Best regards,



Brian McKenzie

RESUME

Brian McKenzie

Sales Enablement, Sales Operations, and Client Care Professional

// About Me

I am passionate about many things: music, technology, education and marketing. But most of all, I am passionate about helping people. Nothing is more rewarding than helping others overcome their challenges and achieve success.

I constantly strive to challenge myself. Obstacles are opportunities for growth. To that end, the bigger the obstacle, the bigger the opportunity.

// Contact

323-304-9494

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California
91316

// Professional Summary

Accomplished professional with over 10 years of experience in the areas of sales enablement, sales operations, and client care. Consistently supporting multiple teams and company objectives to exceed revenue targets, spanning a broad range of technologies and services. Demonstrated success of increasing overall business performance, specifically, growing revenue, profit and customer satisfaction. Strong leadership and communication skills with a creative approach to solving complex business issues. Management style that fosters results-oriented teaming.

// Experience

2002 - Present
2009 - Present

Blackboard
Director of Global Sales Enablement

Responsible for providing support to over 300 sales professionals and multiple stakeholders through delivery of enablement programs. Built the department from the ground-up with a mission to deliver the right information at the right time for the right selling conversation.

Key accomplishments and responsibilities:

- Lead project manager for the selection and implementation of the company's first sales content and knowledge management system.
- Digitize sales strategies including Solution Selling, Miller Heiman, Corporate Visions White Boarding, Sales Negotiation, and COE Challenger Sale, to ensure easy consumption by seasoned and new sales reps.
- Develop ongoing internal marketing campaigns to drive adoption of sales enablement programs. Achieved an average of 85 percent adoption in the first two years.
- Provide reports and correlation analysis to executive team to demonstrate sales quota achievement through the adoption of sales enablement programs. Quota achievers consistently fall under the highest adoption group.
- Organize and manage internal networking events at annual sales meetings.
- Oversee centralized competitive intelligence program.

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// Experience

2008 - 2009

Director of Global Sales Operations

Played a key role in the development of the Sales Operations department for Blackboard Connect. Primary focus was to develop and manage processes and procedures for forecasting and managing sales pipelines, as well as sales training and development.

Key accomplishments:

- Project manager for the deployment of company-wide CRM (Salesforce.com). Deployed within 90 days.
- Developed sales training and on-boarding programs for new hires, as well as ongoing training for new products and feature enhancements.
- Worked closely with the marketing organization on the creation of new sales tools and client facing collateral.
- Analyzed sales territories to show market and competitive penetration.
- Organized and led semi-annual sales meetings and leadership summits.

2006 - 2008

Notification Technologies Inc. (Acquired by Blackboard)
Director of Client Care - Higher Education Accounts

Primary role in making unparalleled Client Care a product differentiator and selling point, helping to position Notification Technologies Inc. (NTI) as the mass-notification service industry leader in preparation for the company's acquisition by Blackboard Inc.

Key accomplishments:

- Developed necessary implementation documentation, best practices and processes tailored to higher education.
- Supervised Account Managers and oversaw all aspects of account implementation, support and aftercare of 385 clients in the Southeast region, which included the three largest accounts company-wide. Achieved 100% renewal rate in first year.
- Organized client networking events and client discussion panels at industry trade shows.
- Worked with marketing to develop case studies, client led webinars, and promote market events.

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Brian McKenzie

Sales Enablement, Sales Operations, and Client Care Professional

// Experience

2004 - 2006

Client Care Manager

Instrumental in the development of the Client Care department, which focused on driving usage of a product that was in the introduction phase of the product life-cycle.

Key accomplishments:

- Contributed to the establishment of processes and best practices to effectively serve clients in the K-12 market.
- Headed the development of client on-site training programs, as well as enhancements to training materials.
- Created the analytics report used to help institution executives improve communications.

2002 - 2004

PACE, LLC. (Acquired by NTI)
Account Manager

The first account manager to join PACE, a SaaS mass-notification provider for K-12 institutions. Responsible for overseeing sponsorship programs from ideation to implementation.

Key accomplishments:

- Acted as a primary liaison between sponsor and school administrator to facilitate and maximize benefits of sponsor relationship.
- Developed processes and procedures to manage sponsor accounts efficiently.

// Education

Bachelor of Science in Marketing
California State University Northridge

Masters of Arts in Music Industry Administration
California State University Northridge

// Professional Skills

Microsoft Office ●●●●●	Adobe Captivate ●●●●●	Salesforce ●●●●○
Microsoft Project ●●●○○	Adobe Connect ●●●●●	SAVO ●●●●●
Adobe Creative Suite ●●●●○	Camtasia ●●●●●	Social Media ●●●●○

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Charles Welch
79 Clifton Place, Apt #4E
Brooklyn, NY 11238
Phone: 917.968.6532
E-Mail: chuckcws@gmail.com

Consultant, Brooklyn, NY — November 2008- Present
Communications Strategist

- Freelancing with R/GA in the development of insights, strategy and digital experiences for Walmart across brand, seasonal and category initiatives.
- Worked with Plus et Plus, a visual communications agency to help them articulate how they see themselves as an agency, and how to express that vision to clients.
- Helped Brand Asset Group conduct a consumer research program that was utilized to gain insights in the winning of a new business pitch for Alberto Culver products.

Wieden + Kennedy, New York, NY — November 2007- November 2008
Senior Strategic Planner

- Solely responsible for all research, cultural insight and strategic development and planning for Jordan (Basketball), Nike NYC (NYC Basketball, Marathon) and Nike Canada (Nike+, Just Do It, SPARQ Hockey Training, Olympics)
- Created *Salon 150*, a research platform and roundtable for Wieden + Kennedy, to bring cultural creatives around interesting topics, and help bolster the cultural relevancy of the agency
- Developed *Popcorn and a Pint, a* Wieden + Kennedy film series for emerging/indie filmmakers to discuss and screen their films at the agency

Naked, New York, NY — February 2006-November 2007
Senior Strategist

- Developed global activation/launch strategy for Coca-Cola's Far Coast coffee and tea cafes in Singapore, Oslo and Toronto
- Conducted innovation work and communications for Coca-Cola packaging concept for Mexico City an subsequent global markets
- Worked on communications strategy domestically for Target, Lugz, Sneaux, Virgin Mobile, CKIN2U (Calvin Klein/Coty Fragrance), and Best Buy Mobile
- Assisted in pitching and scope development for new business
- Created relationships with external vendors and cultural creatives, for the agency and our clients

Mindbridge Media, New York, NY — March 2004-February 2006
Entrepreneur, Marketing Consultant

- Provided freelance consulting for Malbon Brothers (Scion + New Business), US Concepts (Hennessey + New Business) and W+K (Nike Research/Consumer Insight)

Davoucci, New York, NY — March 2003-March 2004
Marketing Director

- Developed brand strategy, advertising and marketing campaigns for the brand

Russell Simmons Associated Companies

GlobalHue Advertising, New York, NY December 2002-March 2003
Event Brand Manager

- Managed events, sponsorships, and entertainment marketing initiatives
- Responsible for the daily management of the Courvoisier client

Deutsch/dRush Advertising, New York, NY December1999–December 2002
Account Executive

- Developed entertainment marketing strategy that grew media presence, and global sales for Courvoisier 30% for two consecutive quarters
- Managed national HBO Bus Promotional Tour that increased subscriptions rates nationwide
- Managed lifestyle marketing teams in 28 cities
- Served as an agency liaison with Russell Simmons' ventures (Def Jam, Phat Farm, Def Comedy Jam, Def Poetry Jam), the entertainment industry and external partners
- Recruited, trained, and managed a bi-lingual ambassadors for Coca-Cola that served the Latino market in New Jersey

Rush Media/Def Jam Records, New York, NY April 1999-December 1999
Promotions Coordinator

- Managed national promotional bus tour and street teams for HBO
- Successfully launched Tommy Hilfiger Color (Estee Lauder) cosmetics at retail through the use of promotional tour bus and national lifestyle marketing teams
- Worked closely with Def Jam Records to develop grass roots marketing campaigns for platinum acts such Jay-Z, Ja Rule, DMX, LL Cool J, Ashanti

Education/Qualifications:
North Carolina A&T University
- Bachelor of Science, Management, Cum Laude/ May 1998
- Bachelor of Science, Marketing, Cum Laude/ May 1998

Charles Welch
79 Clifton Place, Apt #4E
Brooklyn, NY 11238
Phone: 917.968.6532
E-Mail: chuckcws@gmail.com

July 29, 2009

Amanda Harrison
VP, Artist Relations - Los Angeles
Live Nation
9348 Civic Center Dr.
Beverly Hills, CA 90210

Dear Amanda,

Over the course of over 10 years as a marketer I have had a diverse background developing communications for world-class brands and entertainment properties for Russell Simmons/Def Jam, Coca-Cola, HBO, Target, Courvoisier, Scion, Nike, Jordan Brand and Walmart. Having started my career developing non-traditional and experiential marketing campaigns, I have transitioned into a strategic planning role. As I've navigated my career, most often my role consisted as serving as a "bridge between the street and the suite", to help brands understand and enact communications that takes theoretical and abstract strategy and business objectives, breathes life into it, and engages audiences in the real world.

My expertise is in gleaning consumer insights and utilizing them to develop strategic communications across multiple channels that is culturally relevant and business driving. As consumers are rapidly changing and choosing how they control their media and relationship with brands and media/entertainment properties, I believe this skill set is more important than ever to help maintain thought leadership and relevancy.

I would very much like the opportunity to discuss the Director of Interactive Strategy position with Live Nation with you. Please feel free to call me at your earliest convenience. I look forward to speaking with you soon.

Best,

Chuck Welch

AMANDA M RUCKER

amrucker@gmail.com 308.530.6297

WORK EXPERIENCE

Public Speaking, Instructor [01/09 - Present]
Nebraska Wesleyan University - Lincoln, Nebraska • Organize and lead students in lecture and activities • Critique papers and presentations according to set guidelines

Marketing Specialist [06/07 - 03/09]
Nebraska Children and Families Foundation - Lincoln, Nebraska • Utilized media relations tactics to gain news coverage • Constructed marketing campaigns for numerous program efforts • Wrote and edited newsletters, media scripts and development pieces • Launched and co-chaired an internal work-culture committee

Consumer Public Relations, Intern [12/06 - 04/07]
Weber Shandwick - Chicago, Illinois • Pitched media professionals to ensure coverage on events, product launches and product placement • Completed research projects on a variety of subjects • Conducted daily tasks including media monitoring, updated media contact lists and errand assignments

Marketing and New Media, Intern [05/06 - 08/06]
Universal Music Publishing Group - Los Angeles, California • Monitored and updated company website • Wrote news releases • Researched and wrote artist spotlights for company magazine

Publicity, Intern [05/06 - 08/06]
Capitol Records - Los Angeles, California • Responsible for all elements of large scale promotional mailings • Assembled press kits and manager clips • Analyzed publications for artist news

Teacher Assistant - Public Relations 301
Account Manager Public Relations Lab [08/05 - 05/06]
Boston University College of Communications - Boston, Massachusetts • Facilitated weekly discussion groups • Graded students' work and counseled on an individual basis • Supervised students working public relations internships in several organizations

Communications, Intern [09/04 - 08/05]
The National Arbor Day Foundation - Lincoln, Nebraska • Wrote and organized news releases, media kits and pitch letters • Researched and wrote feature stories on a variety of subjects including fair trade coffee and rainforest deforestation • Assisted in creating a brand for the Foundation's children club

EDUCATION

Masters of Science
Public Relations
Corporate Affairs Concentration
2005-2006

Boston University
College of
Communication
Boston, Massachusetts

Bachelor of Arts
English and Communications
Journalism Minor
2001-2005

Nebraska Wesleyan University
Lincoln, Nebraska

AWARDS AND ACTIVITIES

Public Relations Society of America
2008 News Release
Award of Excellence

American Marketing Association

Public Relations Society of America
University of Nebraska–Lincoln
Student Chapter Mentor

Alpha Gamma Delta
New Member Advisor