

Leslie

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Achievements

P&L Leadership \$10M - \$450M

Revenue + 75% increase

Margin Gain 35 -75%

Operating capital reduction 41%

Overhead cost reduction 38%

Service PM compliance 98%

Sales 120% > Goal

CRM +47% NPS

Industries

IT & Technology

Healthcare

Transportation & Logistics

Depart of Defense

Graphic Arts & Advertising

Areas of Expertise

Process Improvement

P&L Management

Marketing / Demand Gen

Big Data & Analytics

IT Development

Project Management / SBA

Operations / CRM

Weems *MULTI TALENTED, FOCUSED AND READY TO TAKE ACTION*

Leader and dedicated contributor for small to large corporations. Proven track from showcasing analytical, management, and creative skills in the key areas of Technology, Transformation, and CRM.

Astute problem solver and project manager capable of identifying gaps, developing roadmaps, and facilitating cross-functional stakeholders bringing the project to fruition. It was learned earlier that facts drive change, not emotion; therefore, deep data analysis can conclude that anomalies drive future actions.

Understanding marketing and buying trends are imperative to achieve sales and margin targets, therefore utilizing creative abilities matched with analytical skills to gain insights. Insights drive direction, therefore, became entrenched with CRM, Marketing, and Demand Generation. Over the years, it has been important to learn marketing analytics, SEO, and web interfacing tools to properly access customer patterns and feedback and conclude success from campaigns.

Technology is forever changing; therefore, it is important to continue to grow in knowledge and workflows.

Leadership	Project / Product Mgr	SR Analyst / Data, Sytems	CRM	Marketing
Competencies				
Director – Manager Ops., Service, Sales, 300 reports	SOW’s, RFP’s, Budgetary Mgt, Exec. Briefings, Launches	Requirements, BRD, BA Docs, Testing	Customer Insight, Development of CRM Tools	Demand Gen., Executive Presentations
Managed \$10M -\$450M P&L	Lead large projects with many resources	Customer Ownership, Governance	NPS, Feedback, Transformation	Affiliate Marketing
Global 24x7 Leadership	Data Center Virtualization	Analytics – Process Improvement	Escalations – Manger C Level	Photographer, Product Mgr.
Compliance	Product, Software Dev	Global Quality Mgr., BA Mgr.	Reported to CEO GE	Online Advertising
Professional Skills Toolkit				
Road mapping	Waterfall, Agile - Scrum	SQL, JSON, XML	Facilitation	HubSpot
Analysis	JIRA, Confluence	Access, Adv Excel	Salesforce	Survey Monkey
Presentations	MS Project, Notes, Sheets MS Office Suite	C++, Visual Basic, HTML, Visio	NPS	Google Analytics, Web, Commerce
People Development	Teams, Skype, Zoom	Oracle, Unix	Change Management	SEO, social media, Blogs
Profitability	SharePoint	Mini Tab, Tableau BI Tools	Voice of the Customer	Video Editing, Podcast
Cost Out	Road mapping	UAT, User Stories	Lifecycle Mgt	Design
Certifications				
Six Sigma	ITIL	Agile	RFID	PMP / BA
Education				
BBA Finance Texas Tech / ASU	MBA MIS Amberton University	Masters Certification Entrepreneurship SMU	Commercial Inspection License	All Line Insurance Adjuster License
Job Experience				
Awards & Accomplishments				
Top Sales, Growth Leader	98% Uptime	BA Leader	Customer Advocate	Marketing Mgr. of the Year
#1 Profitability, Customer Satisfaction, Employee Satisfaction		Project Mgt	Ombud	Winning Spirit

*Management, Consulting, Contactor, or Direct Hire