

BRAXTON WILLIAMS

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SENIOR EXECUTIVE PROFILE ■■■ CEO / COO / PRESIDENT

“I enjoy enabling technology as an engine for solving direct marketing challenges and fueling growth and innovation...repeatedly, I have delivered explosive revenue and profit results”

CORE COMPETENCIES & LEADERSHIP VALUE

STRATEGIC PLANNING & VISION | NEW PRODUCT & SERVICE DEVELOPMENT | GLOBAL BUSINESS DEVELOPMENT
CUSTOMER ACQUISITION | PROFIT & REVENUE GROWTH | ORGANIZATIONAL RESTRUCTURE | CONSUMER MARKETING
DATA ANALYTICS | CRM SOLUTIONS | CORPORATE & CONSUMER SELLING | BUSINESS ACQUISITIONS & INTEGRATIONS
BRANDING & ONLINE PRESENCE | MARKET POSITIONING | PRODUCTIVITY & EFFICIENCY | OPERATIONAL TURNAROUND

- ✓ **Business Acumen:** Visionary and strategic thinker with history of exceeding aggressive business, market and revenue goals through high-level market positioning, consumer marketing and operational efficiency strategies.
- ✓ **Operational Leadership:** Deep insight on marketing and data analytics impact in highly leveraged scenarios—gained key leadership experience in startup, turnaround and high-growth business environments.
- ✓ **Business & Marketing Innovation:** Pioneer of first-of-its-kind business solutions, products and services that optimize market spend, improve online customer acquisition, fuel growth and drive continuous improvement.
- ✓ **Board Relations:** Extensive experience and success with board presentations, gaining multimillion-dollar budget approvals and influencing change and innovation through significant capital / project investments.
- ✓ **Partnership Building:** Very comfortable initiating and leading C-level collaborations—able to accelerate business and market growth through strategic alliances, partnerships and professional networks.
- ✓ **Industry Thought Leadership:** Stellar leadership reputation and highly respected in industry—featured in Forbes Magazine for creative and applied use of predictive algorithms in increasing marketing response rates.
- ✓ **Private Equity Transactions:** Highly skilled in structuring private equity transactions—extensive relationships with top-level financial advisers including Goldman Sachs, Allan & Company, Lazard Capital & Ares Capital.

EXECUTIVE CAREER & PERFORMANCE HIGHLIGHTS

The Great Marketing Plains, Washington, DC 2002 to 2013
PRESIDENT & CEO / BOARD MEMBER (2005 to 2013) | PRESIDENT & CEO (2003 to 2005) | SVP (2002 to 2003)

Pioneered efforts to restructure manufacturing operations, install new technology infrastructure and transform branding and marketing strategies. Quickly promoted to #1 senior leadership role with full P&L oversight for \$60M marketing budget and \$7M product development budget.

- ▶ **Strategic & Operating Leadership:** Exhibited transformational leadership that propelled company into Top 300 Internet Retailer brand with EBITDA and revenue results that exceeded targets even in down economies.
- ▶ **Explosive Business Growth:** Capitalized on new market opportunities, industry changes and numerous customer research technologies to accelerate growth and international market expansion.
 - Created first-of-its-kind products that fueled rapid business growth and monumental revenue production.
 - Multiplied company’s annual revenues from \$22M to \$140M and reached #1 shipper in Mid-Atlantic region.
- ▶ **Operational Management:** Generated double-digit operational improvements in supply chain, studio production capabilities and customer acquisition.
 - Yielded 40% increase in customer conversion by revamping website design.
 - Increased studio operations throughput 40% by building new technology capabilities.
 - Expanded product development (using original content) 56%, substantially increased market reach and escalated offline / online customer acquisition rates.
 - Built video streaming and downloading platforms on website that achieved 200% growth in converting offline customers to online customers.