

ROBERT B. BROOKS

STRATEGIC LEADERSHIP INITIATIVES

TURNAROUND, CHANGE MANAGEMENT & LEADERSHIP

VP, Director of Sales & Marketing — BNA

- Challenge** To halt declining sales and improve the operational and financial performance of a 300-person, sales and marketing department with a \$40+ million budget...
- Strategy** Prepared 100-point assessment and recommendation report that gained buy-in from top-tier executives, communicated charter to key department heads, and as VP, led implementation and execution of complete turnaround and culture change initiative.
- Results** Credited with enabling 25% boost in year-over-year new sales revenue, rollout of 24 new products, 100% enhancement in productivity on direct mail campaigns, and dramatic improvement in employee morale.
- Strength** *Inspiration and facilitator of change, improvement, and performance excellence. Talent for building and leading large workforces and cross-functional teams.*

INTRAPRENEURSHIP, OPERATIONS & P/L MANAGEMENT

General Manager — BNA Software

- Challenge** To lead startup / growth of standalone technology-driven subsidiary to \$7 million per-year publishing enterprise...
- Strategy** Rapidly developed, launched, and positioned a suite of PC-based software products.
- Results** Grew revenue from \$0 to \$7+ million with \$2+ million net profit. Captured and held #1 competitive position in all key product lines. Those positions remain today.
- Strength** *Vision, business acumen, decisiveness, and competence in senior-level management P&L role. Confidence and ability to take on mission-critical challenges and deliver exceptional results.*

MARKETING, BRANDING, CHANGE MANAGEMENT & LEADERSHIP

Director of Marketing — GSI

- Challenge** To improve performance, capabilities, and professionalism of marketing department for global e-publishing company serving legal and financial services industries...
- Strategy** Aligned professionalism of the organization with its target market — top 200 national law firms. Replaced programmers and data entry personnel. Staffed marketing with talented graphics designer, webmaster and three marketing professionals. Acquired outside lists. Clean database.
- Impact** Built a formidable, high-value marketing department capable of supporting a full range of corporate business development, marketing, and sales activities. Delivered double-digit increases in sales annually; expanded contacts with users fourfold. Strengthened brand and increased target market awareness.
- Strength** *Strategic simplicity / 3D vision, ability to formulate full-scale plan and execution to deliver needed results.*

INNOVATION & LEADERSHIP

President, CEO & Publisher — FEND

- Challenge** To stop publisher's declining circulation and sales revenues of mature flagship product in niche-market...
- Strategy** Replaced status quo with bold new mission supported by innovative online product offering targeted to all customers and aggressively marketed through all industry participants. Created destination site for Federal employees.
- Impact** Delivered 100% ROI of cost of website development and marketing initiatives within 30 days.
- Strength** *Creativity, marketing expertise, technological orientation, and relationship building.*

GROWTH MANAGEMENT, REVENUE GENERATION & NEW BUSINESS DEVELOPMENT

Field Sales Rep — BNA

- Challenge** To promote sale of 72-product offering to attorneys, accountants, and professionals in highly regulated industries...
- Strategy** Became knowledgeable in complex subject matter, regulatory compliance issues, and customer needs analysis.
- Results** Consistently ranked within top 5% of corporate field sales representatives nationwide every year. Earned promotion to management faster, and at a younger age, than anyone in the history of BNA.
- Strength** *Goal orientation, tenacity, and early-career success in new business development — will do whatever is required to meet or exceed every goal set.*