# **Todd Beck**

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## Product Management / Marketing

Strategy MBA who makes it easier to sell products and ideas

Intensely curious, obsessed with ROI, focused on customer experience. Exceed revenue forecasts and achieve record profitability in a variety of industries (professional services, travel, telecommunications, finance) with a technology focus, in cultures and countries all around the world. Creative, influential, highly recommended.

**ROI:** Conceived and built a new product category of 30+ "certificate courses" with staffing and technical infrastructure so efficient that they became profitable from the first cohort.

**Channel:** Wrote and self-produced a series of positioning videos at zero external expense enabling customers to self-select products, growing both e-commerce and field sales.

**Brand:** Built a customer engagement measurement process and tools that reduced monthly customer report creation cost from 50 down to only 12 manhours while expanding the pool of customers involved 10X year-over-year.

**Risk:** Created new policy, process, and tools for compliance with global sanctions regulations. Personally accountable to clear cases. Successfully resolved a key government inquiry.

**Revenue:** Took portfolio up 24% year-over-year (versus company up 7%). In another year when company was down 10%, grew 7 managed products to their record highest revenue.

**Strategy:** Lifted sales of targeted product up 490% year-over-year.

**Profit:** Earned the highest margins in company with ultra-efficient product design. Redesigned

e-commerce distribution channel to raise contribution by 7 times.

**ROI:** Cleverly repositioned existing products to cut update costs over 90% from plan, earning 133% of forecast and positive NPV after only 2 sales. Innovated radical new certification process doubling distribution channel and reducing development costs to 25% of plan.

**Brand:** Personally ranked Top 5% of all social media users (Klout score 69) via Facebook, Google, digital media, SEO/SEM, etc. Have 60+ byline articles and significant quotes in 100+ publications around the world. Spoke at 25+ conferences and trade shows as an in-demand expert consultant on customer relationship management (CRM) and marketing.

**Strategy:** Held cradle-to-grave accountability for brands earning up to $60 million revenue. Led R&D teams up to 5 direct reports and inside sales teams of up to 75 direct reports.

**ROI:** Returned 29 times the product’s development cost in first 5 years and achieved company’s highest unit volume in 2006.

**Cost:** Designed new tools and process reducing localization estimate cost by 90%.

**CSat/CES:** Reduced HQ response delay 50% and improved franchisee first-call resolution.

**Global:** Traveled, lived, or worked in 59 countries.

## Professional experience

### ASSOCIATION OF CERTIFIED ANTI - MONEY LAUNDERING SPECIALISTS 2014 – PRESENT

B2B professional services in both public and private sectors worldwide (training, certifications, conferences)

 Senior Product Manager - Education

Strategic marketing, portfolio strategy, launch, and lifecycle management.

Corporate strategy for customer engagement. Market research. Product roadmaps.

Pricing. Marketing communications, sales toolkits, webinars, demonstrations, presentations, video. Management of R&D and implementation staff. Translation and localization. Training

instructional design. Regulatory compliance.

### FROGPRINTS 2009 – 2010, 2011 – 2014

Marketing and management independent consultancy

 Strategic Marketing Consultant

Developed a global network of distributors for a video production company. Taught and coached to a new sales process to hundreds of salespeople at Fortune 50 call centers. Enabled a global trade association to re-sell 200+ past events to online customers, generating an entirely new revenue stream. Built various existing and newly launched brands through marketing communication. Grew a database of employers for an international workforce development agency. Analyzed market potential for a medical venture capital firm.

### CIENA 2010 – 2011

$1.3B global provider of optical and Ethernet networking hardware and software

 Learning Solutions Business Leader

Increased workforce productivity of channel sales internal staff and external channel partners.

### AchieveGlobal – A DIVISION OF INFORMA PLC 1997 – 2009

$100M+ in over 40 countries B2B enterprise professional services (training, talent development, and consulting)

 Global Solution Architect (2008 – 2009)

 Market Director / Senior Product Manager (2000 – 2008)

 Product Manager / Team lead (1997 – 2000)

Strategic marketing, portfolio strategy, launch, and lifecycle management. Corporate strategy for technology integration and channel certification. Multi-million dollar project budgets. Corporate brand identity and packaging. Marketing communications campaign strategy and copywriting. Public relations. Event booth theme and graphics. Video. SEO / SEM optimization. Web development. Legal intellectual property trademark. Multinational sales coaching. Development of franchise operations. Corporate strategy for e-learning business model. Earned key role on company acquisition team.

ADDITIONAL PROFESSIONAL EXPERIENCE

Advertising agency account management, copywriting, strategic marketing, instructional design, training delivery, graphic design, call center sales supervision, field sales, field technician, technical support, video production, webmaster. Other industries include Fortune 200 airline, travel, hospitality, entertainment, engineering, avionics, telecommunications, cable television, wireless, video games.

## Education

**MBA Marketing / Strategy.** Brigham Young University Marriott School. GMAT 690 (97% global rank).

**BA Advertising.** Brigham Young University. ACT 30 (99% global rank). National Merit scholar. Dean’s list.

Executive education: Northwestern University Kellogg School (Pricing). Thunderbird School (Global Leadership). Professional Selling Skills. Finance. Facilitator Certifications in Service and Leadership.

Professional assessment:

**HR Chally:** 99% analytic ability, 97% practical intelligence, 96% ability to direct and control others,
99% line orientation, 99% production approach, 74/80 territory relationship system sales,
70/80 new business development, 66/80 sales force management,
66/80 profit center management.

**Devine SelfDevelopBest:** 99% strategy, 99% productivity, 99% sales success, 97% leadership.

**HBDI:** 1221 double dominant Upper A/D Facts/Futures.

**DISC:** 7312 results-oriented “Developer” pattern.

**McFletcher:** WorkStyle Patterns "Challenger" profile (“Manager” category, “Organization” focus).

## Languages

Japanese (Conversational, formerly Advanced). English (Native)