

Benjamin D. Goss, MBA ♦ Curriculum Vitae

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PROFESSIONAL OBJECTIVE

Bring an aggressive entrepreneurial spirit, providing consistent execution of plan through practiced skills and acquired talent for your company and for your customers.

BRIEF SUMMARY

Whether it is driving top-line sales revenue, or understanding and minimizing the cost of sales to enhance the bottom line, your company will find that my results driven philosophies reap financial results. Successfully managing at every level from a single market, to a region with multiple markets, or in multiple markets across the nation, for the past fourteen years I have consistently utilized solid management experience and motivational methodologies to generate the right kind of activity and excellent decisions on the part of the teams that I have worked with. Having previously successful management of collections, sales, Human Resources, multiple direct reports, training & development; I look forward to doing the same for your company.

HISTORY & EXPERIENCE

NOV 2007 to PRESENT

METALS TREATMENT TECHNOLOGIES, LLC (MT2)

- Primary responsibilities to be proactive in outreach, manage and respond to inquiries
- Generate new leads through market & internet research
- Conducted a study and through implementation of an online CRM provider
- Administrate the CRM database
- Involved in creative design discussions to rebrand logo, website, and other marketing materials
- Creative concept & management of company website
- Creative concept & management of two websites for a non-profit which MT2 supports financially
- Event planning and venue coordination for major annual event for non-profit
- Creation of marketing materials, letters, and other correspondence
- Implementation of other e-marketing and internet based programs such as Constant Contact
- Support and itinerary development through the sales process for field sales personnel
- Program Director for the ECOBOND® LBP product line
- Successfully landed Home Depot as first major retail distribution outlet for the product line
- Development of relationships with independent distributors, CA, IA, WI, and NY
- Creative development of press releases, establishment of marketing plan and marketing materials with ancillary supporting materials for the ECOBOND® LBP product line.
- Personally worked in laboratory in creating two new and improved formulations of ECOBOND® LBP by tweaking existing formulas with some guidance and direction from senior chemist and paint manufacturer. Resulting commercial-industrial version performed better by a factor of 10 versus original formula.

NOV 2004 to JUNE 2008

EXIT REALTY Scottsdale

EXIT REALTY Luxury Properties

EXIT REALTY CENTRAL in Maitland, FL

- Responsible for attracting and recruiting agents from other firms as well as newly licensed agents.
- Upgraded and developed a Listing Presentation (Sales Presentation) for the agents to use.

- Created other professional materials for use in generating leads for sales in real estate.
- Organized and marketed a major recruiting event for the office in July.
- Provide sales training and consulting to the agents that are at the office.
- Designed and implemented several marketing campaigns to attract and retain realtors.

2003 – 2004

SALES & MARKETING CONSULTING (consultant)

- Successfully negotiated sole source marketing agreements with three different companies
- Successfully negotiated a deal with the 12th largest issuer of MasterCard Credit Cards
- Launched company in July 2003 with \$0.00 start-up capital, began generating revenue in November 2003
- Built, trained, and motivated a nationwide network of over 60 independent sales agents and 5 support staff
- Generated \$60,000 of top line revenue in 2003
- Generated \$850,000 of top line revenue in 2004
- Maintained average gross margin of 35%, and average net margin of 18%
- Developed two complete websites, and all marketing materials required
- Closed company in December of 2004

2002 – 2003

SUCCESS POS (point-of-sale)

- Increased sales force from 11 sales representatives and managers to over 80 in four months
- Conducted weekly training and motivational conference calls
- Quadrupled monthly revenue in five months
- Increased efficiency of operations and reduced account processing time from three weeks to three days
- Developed comprehensive and efficient sales and marketing training program for sales representatives and sales managers in 3Q 2003
- Set credit limits and reviewed credit reports for small to midsize retailers as part of managing internal operations
- Grew presence of company from three states to more than fifteen states across the nation, concentrated in major metro markets in five months
- Sourced new technology product that generated more than \$10 million dollars for the company in 2003

2000 – 2002

READY STAFFING SERVICES

- Managed 6 temporary staffing offices in Central Florida and North Florida
- Reduced overhead by more than 30% in three months
- Increased sales by 102%
- Control of all aspects of sales, collections, recruitment, and customer service operations.
- P&L monitoring and analysis.
- Management of labor force, management personnel, sales personnel, and customer service personnel.
- Direct oversight of major event staffing including the PGA Show, the World of Concrete (two of the largest single-site/event conventions in the world), and the Pepsi 400
- Human Resources responsibilities including, but not limited to:
 - ✓ employment and termination;
 - ✓ development, counseling & encouragement of both core staff and
 - ✓ temporary staff;
 - ✓ training of management, sales representatives, and customer service

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- ✓ personnel;
- ✓ employee performance reviews daily and annually;
- ✓ safety orientation and supervision;
- ✓ oversight of workman's comp. issues/management as well as reporting/filing
- New market development involving targeting potential clients through business to business sales, training both management and customer service personnel, tracking and reporting sales activity and results, pro-active in collections, customer satisfaction/retention issues.
- Expanded existing market through new client development and concept development.
- Development and implementation of a field audit form and process; this included trouble-shooting for branches with difficulties in: sales, operations, and collections
- Conducted Sales Training Seminars and Workshops for employees and developed original training and marketing materials for those sessions for Ready Staffing
- Development of new marketing materials redesigning fax cover sheets, business cards, tri-fold brochures, pocket folders, promotional items, company and service information sheets
- Designed a gift and incentives program for both employees and clients
- Interfaced with approximately 65 office locations to coordinate all aspects of marketing for a \$100 million company including but not limited to advertising, web site content and design, sales contests, and tracking branch performance in key areas on a daily basis

1999 - 1999

TANDEM, a division of Outsource International

- Managed major event staffing for Dave Matthews Band Concert in Philadelphia
- Increased billing from \$13,400 per week to \$64,800 per week in gross sales in twelve weeks for the Norristown PA Branch Office; an increase of 469%
- Finished 1999 at 140% of budget
- Control of all aspects of sales, collections, recruitment, and customer service operations.
- P&L monitoring and analysis.
- Management of labor force, management personnel, sales personnel, and customer service personnel.

1997 - 1999

LABOR READY

- New property acquisition (leasing): search, negotiation & finalization (before legal review)
- Physical set-up of new locations including layout design, computer wiring and downloads, delivery of supplies, set-up for utilities, and sub-contracting finishing details.
- Managed operation that was #1 in gross sales and #1 in gross profits & net profits in New Jersey in 1998.
- Successfully developed a client base of more than 400 customers in two years and personally increased sales by approximately \$2 million dollars for Labor Ready.
- Control of all aspects of sales, collections, recruitment, and customer service operations.
- P&L monitoring and analysis.
- Management of labor force, management personnel, sales personnel, and customer service personnel.
- Screened & Trained 14 branch managers in all aspects of sales and operations as a training manager

PRIOR EXPERIENCE AVAILABLE UPON REQUEST

Includes 5 years experience with Philadelphia Biblical University

7 years with the Boy Scouts of America, handled up to 11 direct reports

MEMBERSHIPS:

National Eagle Scout Association (NESA)
Co-founded a networking group: The Local Referral Network

EDUCATION:

Masters in Business Administration (MBA) Graduated High Honors
Regis University, Denver, CO

B.S. Bible & B.S. Education: Minor Social Studies Graduated with Honors
Philadelphia Biblical University, Langhorne, PA

TRAINING & CERTIFICATIONS:

Labor Ready Branch Manager Training Program
Tandem Profit Management Seminar; Tandem Risk Management Safety Certification
Sexual Harassment Training: BSA, LRI, PCB
BSA Program Director Training Certification
Pennsylvania Level 1 Instructional Certification: Secondary Education: Social Studies
Association of Christian Schools International (ACSI) Level 1 Instructional Certification
Completion of the Tom Hopkins Sales Management and The Art of Selling programs
Expired State of Florida Licenses: Real Estate Sales, Mortgage Broker, Series 6 & 63, Life, Health, and Variable Annuities
Expired State of Arizona License: Real Estate Sales

OTHER ITEMS OF INTEREST:

2010 Gubernatorial Candidate for the American Constitution Party (ACP), stepped aside to allow former Congressman Thomas Tancredo to run, resulting in the party gaining major party status. Currently County Chair for Adams County ACP, and the Colorado Vice Chair of Elections for the ACP.
Proposed and then assisted in starting the development of a placement program that included job search, resume writing, and interviewing skills for undergraduates at PCB.
Member of the Steering Committee for the PCB Self Study for Accreditation to the Middle States Association (MSA) and the American Association of Bible Colleges (AABC) 1993-1995.
Able to read and write some French
Built websites including but not limited to the following: <http://www.kingdombusinessalliance.com>, <http://www.bwsym.com>, <http://www.ecobondlbp.com>, <http://www.boulderhealthandwellness.com>, <http://www.jenniepoppenger.com>, and <http://www.ppmrentsdenver.com>.
Published Author
Primary organizer of the Business Women's Symposium, Denver, Colorado (2009 & 2010) and developing the infrastructure for the Business Women's Community - targeting June 2011 Launch.
Eagle Scout