



TERENCE B. CHANNON

Shaping The Modern Customer Experience In A Global Business World

- www.terencechannon.com
- tchannon@terencenet.com
- (772) 713-6967
- www.linkedin.com/in/tchannon
- www.mcx.is

PROFESSIONAL ACCOMPLISHMENTS & WORK EXPERIENCE

PRINCIPAL CONSULTANT

NewLead, LLC
March 2017 – Present



Elevating consumer engagement for small to medium size business throughout the customer's lifecycle. Authoring technology transformation & digital marketing plans including needs assessment, business cases, and project management.



MANAGING DIRECTOR

Marketing Technology
Saltmines Group
June 2014 – February 2017



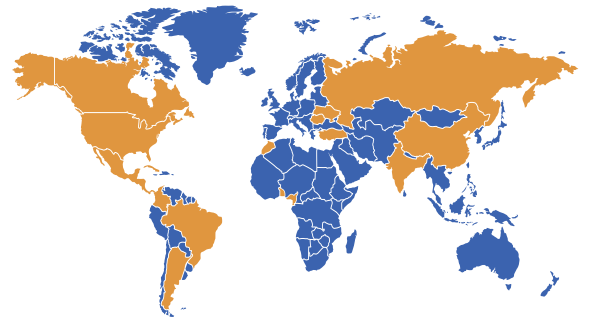
Responsible for creating the infrastructure, including customer onboarding, technology center of excellence and compliance. Produced digital marketing solutions from concept strategy, UX development, and content curation to implementation and traffic measurement.



WHAT IS IMPORTANT TO ME?

- Client Outcomes
- Corporate Governance
- Team Continuity
- Continuing Education

INTERNATIONAL EXPERIENCE



MY STRENGTHS



Strategic



Command



Relator



Intellecion



Ideation

LANGUAGE PROFICIENCY

English | Spanish | Portuguese

VICE PRESIDENT

Marketing & Technology Innovation
Bridgevine
August 2004 – May 2014



Led and coached a diverse global team of 40 that included UI/UX designers, programmers, operations specialists, and project managers. Guided the tactical execution of customer acquisition programs and media, including a marketing budget of \$30 million annually.



7 Straight Years

\$5M

\$5 Million of New Revenue from New Program in 18 months



Increase in Activation & Install Rates



\$200,000+ of Government Incentive Funding

EDUCATION



University of Maryland
Robert H. Smith School of Business

M.B.A.

Global Business – LATAM & Brazil
Human Capital – Change Management & Succession Planning
Diversity & Inclusion



Stetson University

B.A.

Religious Studies
Prince Entrepreneurship Program
Roland George Investments Programs

KEY COMPETENCIES & SKILLS

DIGITAL BUSINESS STRATEGY
BUSINESS REQUIREMENTS
CUSTOMER EXPERIENCE LEADERSHIP
GLOBAL TEAM DEVELOPMENT
PRODUCT LAUNCHES & INNOVATION
FINANCIAL FORECASTING
SALES ENABLEMENT
MARKETING ANALYTICS

RECENTLY READING



How to Monetize a Business Ecosystem

Harvard Business Review
P. Williamson & A. De Meyer



Multiples Analysis: Industry Labels Don't Matter, Performance Does

McKinsey & Company
A. Bothra & Z. Williams



The Theory of the Leisure Class

T. Veblen



Business Adventures: 12 Classic Tales from the World of Wall Street

J. Brooks



The Guns of August

B. Tuchman

MEMBERSHIPS, COMMUNITY, ASSOCIATIONS

AS SEEN IN

Newsweek

Gartner

Bloomberg Business



- NACD Corporate Governance Fellow
- Rotary International
- Voices for Children
- WAIPA