



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

CUSTOMER EXPERIENCE & STRATEGY

Insightful and strategic leader with 15 years of experience implementing marketing solutions that motivate teams, builds consumer experiences, and produce significant bottom-line results. Entrepreneurial spirit drives the company's vision and ensures alignment, and integration across all projects, shaping business strategy, and leading global teams within diverse industries. Execution-focused; with the ability to take a big idea/concept, break it down to implementation, and boost sales and profits while increasing brand awareness. Influences cross-functionally, communicating a shared vision with all stakeholders, building trust, and translating vision into action.

LEADERSHIP COMPETENCIES

- Business Ideation & Innovation
- Coaching & Mentoring
- Corporate Governance
- Cross-Functional Leadership
- Customer Engagement & Retention
- Customer Experience
- Customer Lifecycle Management
- Diversity & Inclusion
- Financial Acumen (P&L)
- Marketing Analytics
- Marketing Automation
- Omni-Channel Marketing
- Process Integration
- Proficient: Spanish & Portuguese
- Sales Enablement
- Strategy Development & Execution
- Thought Leadership

EDUCATION & BOARD LEADERSHIP

Master Of Business Administration (MBA) – Robert H. Smith School of Business, University of Maryland

Bachelor of Arts – Stetson University, Deland, FL

Prince Entrepreneurship Program – Stetson University, Deland, FL

Roland George Investments Program – Stetson University, Deland, FL

LEADERSHIP COMPETENCIES

- English
- Spanish
- Portuguese

Independent Consultant**Mar 2017 – Present****New Lead, LLC – Port St. Lucie, FL**

Elevating consumer engagement for small to medium size business throughout the customer's lifecycle. Provide insight that impacts the audience, customer experience, and personalization utilizing marketing technology, automation, and relevant trends that impact brands and their clients. Implementing cost-effective and performance-driven solutions that leverage segmentation to generate traffic, convert customers, and automate operations. Author technology transformation plans that include needs assessment, business cases, and project management.

- Developed sales pipeline and enablement processes building revenues by 80%, 65% and 55% in 3 successive years.
 - Reduced digital media spend by 47% increasing online quotes and responses by 177% in 12 months for a community retailer – 7 locations and 200+ staff.
 - Built a tech transformation plan for a 2,000+ employee community hospital that resulted in ADA compliance, 88% improvement in patient engagement scores, and earned recognition from industry publications.
 - Developed a performance appraisal system for a team of 40 with new policies resulting in a 38% improvement in client delivery time and 55% higher billings per project.
 - Developed vital performance metrics that culminated in the launch of a new business line accounting for 73% of incremental revenue growth in the first year.
 - Outsourced and trained a team of 40 techs and creatives, establishing consistency, accuracy, accountability, and compliance of standards.
 - Minimized turnover of global staff by understanding the differences in cultures and providing the proper training, coaching, and empowerment.
- Developed project management and workflow automation systems via Asana & JIRA, and applying Agile Scrum methodologies, improving efficiency and client service response times.

Managing Director, Marketing Technology

Jun 2014 – Feb 2017

SaltMines Group, LLC – Vero Beach, FL

Responsible for over \$1.5MM of venture capital financing and for creating the infrastructure of this start-up company focused on mobile technology and consumer engagement. Produced digital marketing solutions from concept strategy, UX development, and content curation to implementation and traffic measurement.

- Established an offshore development center in India, vetted staff, trained and coached them, achieving consistency and minimal turnover.
- Created digital marketing strategies, outreach budgets, KPIs, structure, value proposition, and in-take system.
- Developed sales scripts, the discovery process, best practices, and training and development.
- Configured CRM system, segmented users, and implemented marketing automation to communicate with investors, entrepreneurial, and professional services prospects.
- Secured over 40 public relations placements and media mentions in two years.
- Increased the organizational team from 6 interns to a staff of 45 within one year.

Vice President, Marketing & Technology Innovation

Aug 2004 – May 2014

Bridgevine, Inc – Miramar, FL

Recruited as the Director of Online Marketing after consulting on digital marketing and software. Promoted to Sr. Director of Marketing in 2009 tasked to design a new customer-facing experience that increased sales significantly resulting in promotion to General Manager of Home Services before becoming the Vice President of Marketing & Technology Innovation. 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.

- Collaborated with sales team producing marketing materials, participating in client meetings, suggesting new verticals and industries that increased sales from \$200k to \$60 million within one year.
- Closed new business relationships with Fortune 500 companies (ADT, Constellation Energy, Intel, and D-Link) resulting in over \$5 million of incremental revenue within the first 12 months.
- Established experimental call-center focusing on new products growing the department to a team of 15 people and achieving profitability within three months.
- Developed a rebate fulfillment program that increased activation rates from 60% to 90% annually.
- Created new digital experiences and business units to engage with newly identified segments – resulting in a 25% growth of company EBITDA in less than 18 months.