

CHAD BRAYMER

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[LinkedIn Profile](#)

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Executive Leader of People - Marketing | Sales | Product | Operations | Technology

Driving significant growth initiatives and fixing business problems. Expert in strategic planning and implementation, market analysis, competitive research and the cost-effective management of resources.

- Marketing Strategy | Execution
- Business Unit P&L Accountability
- Executive-level Operational Leadership
- Product Management | Launch
- C-Suite Experience | COO Proficiency
- Building High-Performance Teams
- Turnaround | Crisis Management
- Mergers & Acquisitions | Integrations
- Advanced | Emerging Technologies

KEY ACCOMPLISHMENTS

- **Drive Significant Sales Growth:** \$145 million in company earnings with sales of \$1.7 billion from fiscal year 2000 to present.
- **New Business Model:** Designed and implemented the business model used for the acquisition and integration of National Seminars.
- **Innovative Changes:** Increased revenue and profitability of the OnSite Sales department by 205% and 216% respectively over the past 12 years by driving innovative changes in products, processes and staff despite a 45% reduction in Public Seminar leads.

PROFESSIONAL EXPERIENCE

SkillPath

Interim President and CEO

Jan 2017 to April 2017

- Full P&L responsibility for training company with revenues of \$73 million and 225 employees. Provided crucial leadership during transition period and ensured continued progress towards established strategic plan goals

SkillPath

Chief Operating Officer

May 2002 to June 2018

- Full P&L responsibility for highly scalable training company with revenues ranging from \$50-\$140 million. Drove profitability and revenue opportunities, defined critical goals and success factors with clear objectives and developed an exceptional management team responsible for over 110 sales professionals, managers, content developers and operations personnel.
- Determined content, pricing and quantities of all seminar offerings based upon competitive and overall market dynamics.
- Designed and directed the implementation of the acquisition model for purchasing a major competitor, National Seminars, resulting in 111% growth in net income during the first year and an additional 37% growth for fiscal year 2017.
- Led the transition and reorganization of all sales and operational departments as part of the National Seminars acquisition plan resulting in a 7% overall reduction in overhead expense as well as an 8% reduction in variable costs.
- Motivated and inspired superior performance from my management team despite enduring a reduction in force of 30+% necessitated by the economic downturn in 2009 and a corresponding strategic reduction in public seminar offerings.
- Identified and enabled annualized cost savings in excess of \$5 million.

- Directed the creation and expansion of the National Accounts division within the OnSite Sales department resulting in current annual sales in excess of \$7 million.
- Reorganized Content Development, Faculty and OnSite departments to support new revenue channels within the OnSite sales department.
- Led the development of a Business Development group within the OnSite sales department that has generated more than \$4,000,000 in its first 5 years of existence.

SkillPath

Vice President of Seminar Operations

January 2000 to May 2002

- Aggressively decreased the proportion of computer related topics in response to falling response rates.
- Spearheaded the efforts to establish a remote call center resulting in savings in excess of \$100,000 and a significant improvement in overall customer service.

SkillPath

Director of Operations

March 1997 to January 2000

- Increased number of seminars by 52% driving a 98% increase in overall revenue to \$192 million and 150% increase in earnings to \$32.5 million.
- Launched 90 new seminar, conference and computer related topics growing the overall portfolio of technology related topics to approximately 50% of revenue and profits.
- Recommended and implemented new topic scheduling practices that assisted in driving our largest competitor temporarily out of the marketplace.
- Directed the management of the Hotel, Travel and Market Research departments.

SkillPath

Market Analyst

September 1995 to March 1997

- Discovered and recommended the introduction of a PC Troubleshooting topic that became the company's largest and most profitable offering.
- Recommended seminar topics and numbers.
- Developed systems and processes to analyze historical and competitive factors related to the selection of topic/city combinations.

Education

Bachelor of Science: Business Administration/Finance

Truman State University (formerly Northeast Missouri State University)

National Merit Scholar, Missouri Scholar, General John J. Pershing Scholar