

JUSTIN HAZZARD

Stillwater, Oklahoma
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EXECUTIVE SUMMARY

Strategy and innovation professional with expertise in entrepreneurship, new markets, strategic planning and innovation management. Skilled in team leadership with a strong emphasis on performance and process improvement. Well-honed skills for guiding cross-functional teams from project scope through closure.

Innovation and commercialization
Market research and analysis
Cross-functional project management
Process design and improvement
Business development

Operations management
New product launch
International market development
Contract negotiation
Competitive environment mapping

PROFESSIONAL EXPERIENCE

Director – Center for Business Development MERIDIAN TECHNOLOGY CENTER

Stillwater, Oklahoma
2015-Current

- Direct operations and marketing of mixed-use business incubator that engages with early stage technology firms to commercialize and mitigate the risk and cost of new venture creation.
- Responsible for programming development, operational standards and process improvement to increase program efficacy with a focus on metric-driven activity.
- Consult and advise entrepreneurs from stages of ideation through commercialization with a primary focus on technology-based ventures.
- Constructed an advisory network that brings expertise intellectual property, information technology, finance and early stage capital including private equity and public funds.
- Designed and implemented Key Predictive Indicator dashboard to guide activity of the business unit.
- Led marketing and recruitment efforts to attract and secure new incubation program clients which led to increased client membership by 42%.
- Current portfolio includes 17 growth-oriented companies with total payrolls of 54 employees.
- Led the launch of regional collaborative effort to support new venture creation across five counties.

Consultant – ExporTech OKLAHOMA MANUFACTURING ALLIANCE

Oklahoma
2015-Current

- Led the facilitation of export training workshops for mid-sized manufacturing companies and assisted with the design and implementation of vetted export plans for clients.
- Consulted 25+ manufacturers through market research and trade flow data to determine foreign market opportunity and barriers to entry including regulatory risks, currency stability and intellectual property protections.
- Coordinated with federal stakeholders including Ex-Im Bank, SBA and the National Institute of Standards and Technology to ensure program compliance and national quality standards.

Small Business Consultant OKLAHOMA STATE UNIVERSITY CENTER FOR INT'L TRADE and DEVELOPMENT

Stillwater, Oklahoma
2012-2015

- Served as international trade advisor to owners and executives of Small to Medium Enterprises (SMEs) to grow international revenues through strategic market expansion focusing on speed-to-market and ROI.
- Consulted SMEs to create strategies to increase global market share including international marketing, operations management, trade finance and global supply chain.
- Provided 1,500 hours of consulting services to over 100 small businesses.
- Developed financial models to assess fiscal health of SMEs and provide solutions for capitalization and gap financing.

- Aggregate and analyze industry data and trade flows to determine new market viability and barriers to entry.
- Collaborate with local and regional economic development agencies to facilitate regional job creation and retention.
- Consult SMEs on state and federal funding programs for new product development, foreign marketing campaigns and public/private investment.

Business Development Consultant
ACCORD HUMAN RESOURCES

Oklahoma City, Oklahoma
2009-2011

- Consulted business executives for business process outsourcing to reduce operational cost and human capital risks.
- Provided technology-based solutions that aided small-to-medium sized business navigate the complexity of human resource management, payroll, workers' compensation and tax administration.
- Exceeded annual performance targets by 18% through target development activities.
- Developed regional clientele base and created over \$10MM in new business revenues.

Manager, International Business Development
CENTURY, INC

Oklahoma City, Oklahoma
2006-2009

- Lead international sales growth of 66% within three years by identifying and assessing new business opportunity areas and coordinating range planning, portfolio management, scenario planning.
- Managed domestic and international development team to access APAC and EMEA markets.
- Identified foreign market trends and developed marketing strategies for international expansion in key territories.
- Reduced int'l product shrinkage by designing and implementing interdepartmental quality assurance procedures.

Co-Founder, President
OCEANWAVE ENTERTAINMENT

Oklahoma City, Oklahoma
2004-2006

- Video production and promotion agency specializing in reality television programming and live event coverage.
- Pitched T.V. pilot portfolio to Fox Television executives at the National Association of Television Program Executives.
- Negotiated exclusive production rights and contracts of sale.

Project Manager
TENDANCE et STYLE de VIE

Nice, France
2003-2004

- Coordinated multimedia projects for clients in France and Monaco.
- Assisted with program development and client retention processes.
- Consulted clients on advertising strategies and product-market-fit.

EDUCATION

MASTER OF BUSINESS ADMINISTRATION
Specialization: Entrepreneurship

2012
Grenoble, France

BACHELOR OF ARTS – MASS COMMUNICATION
University of Central Oklahoma

2005
Edmond, Oklahoma

CERTIFICATIONS / AFFILIATIONS

Economic Development Institute – University of Oklahoma
 Certified Economic Development Finance Professional (EDFP) – National Development Council
 Certified Business Incubator Manager – International Business Incubator Association (InBIA)
 Certified Global Business Professional (CGBP) – Nat'l Assoc. of Small Business International Trade Educators
 1 Million Cups Stillwater – Lead Organizer (2017-current)
 Oklahoma Business Incubator Association – President (2015-2017)
 Oklahoma Economic Development Council – Member (2015-current)
 Stillwater Smart Community Source Leadership Council - Member
 Benxyla Health, Inc – Advisory Board
 Creative Oklahoma - Executive Board, Marketing Chair
 Oklahoma WONDERtorium - Board of Directors
 Stillwater Economic Development Council – Committee Member
 2017 Emerging Leader Under 40 – Stillwater Young Professionals