

JOSH BRAMMER

EQUIPPING TEAMS FOR RAPID GROWTH

SUMMARY

My passion is building and equipping teams for innovation and rapid growth.

From digital agencies to start-ups, my career spans 15+ years of change management.

I help drive business growth and new ventures, leading teams of engineers, strategists, designers, marketers and volunteers.

EXPERIENCE

Outside Source | Chief Operation Officer

July 2015 - Present

Hired to turn around a 34-year-old creative agency that had lost its biggest client. Performed customer development, service creation and delivery optimization resulting in a 200% increase in sales during our best quarter. Repositioned an existing service as a premium offering, increasing fees 4x (from \$5000 to \$20000). Introduced new services and recurring revenue model, increasing Total Contract Value by 2-3x. Worked with CFO to create a financial model to scale to \$6M+ within 3 years.

Bluebridge | Director Customer Experience

Feb 2014 - July 2015

Recruited by Founders as employee #13 to stand up Customer Experience team. Recruited, trained and equipped CX team to deploy 200 apps leading to the eventual \$8M sale. Worked with engineering to reduce app design time from 6hr to 30m> per customer. Customized Salesforce CRM to create "one source of truth", improving communication across sales, customer success and support teams.

SpinWeb | Vice President, Strategy | Operations

Feb 2007 - Aug 2013

Led cultural and operational transition from a project-based to recurring revenue model. Repositioning from a custom development firm to a HubSpot Gold Partner. Implemented cloud tools, transitioning team to 80% remote workers focused on a "Results Only" environment. Increased hourly rates by over 20% and decreased labor costs by over 25%.

SKILLS

- Service creation and delivery optimization
- Positioning, pricing and messaging
- Consultative sales, solution consulting, account management
- Financial modeling, budgeting, P&L management
- Marketing and sales strategy
- Process development and improvement
- Managing multidisciplinary, remote teams
- Project management of database, app and website projects
- Agile and lean startup methodologies

REFERENCES

Adam Weber | Bluebridge / Emplify, VP Sales & Co-founder
(317) 441-4754
adam@emplify.com

Nicole Wallace | mAccounting, CFO
(317) 777-2877
nwallace@maccounting.com

Mike Peck | Outside Source, President
(317) 752-1647
mpeck@outsidesource.com

EDUCATION

Ball State University | B.A Digital Communication, 1999 - 2003
Emphasis in psychology, video production and digital storytelling

Professional Development

HubSpot | Inbound marketing, growth driven design, inbound conference
Storybrand | Brandscript live workshop, copywriting course
David Baker | Financial management of a digital firm
Chimp Essentials | Email marketing

PROFILE

Strengths | Strategic, Ideation, Futuristic, Connectedness, Learner
Myers Briggs | ENTP (The Visionary)
DISC Profile | High I, High C (Appraiser)

BACKGROUND

Public Speaking

Former pastor with 30 years experience teaching, training, and promoting change in non-profit organizations. Proficient in public speaking to a wide-base of age groups and audiences of 500+.

Management

Hands-on experience directing individuals and teams in the development of goals, objectives and next-steps. Proven ability to interact positively with a wide range of people. Candid, cooperative and assertive. Quickly builds rapport with clients and co-workers. Provides appropriate feedback to clients and co-workers. Able to identify and resolve conflict quickly.

Coaching

20 years of combined experience, coaching, motivating, and encouraging others. Self-motivated and enthusiastic leader, able to communicate and coach others through company message, vision, and values. Able to delegate responsibility with respect.