



# ALEX WOLFRAM

BUSINESS DEVELOPMENT  
BUSINESS SALES - BUSINESS MANAGEMENT

CALL/TEXT (832) 602-2280 @ RESUME@AWOLFRAM.COM  
WWW.AWOLFRAM.COM

**To:**  
Hiring Manager  
Houston Metro  
Texas

**Position(s):**  
C-Suite Level Positions  
Business Manager,  
Sales Manager,  
Business Development  
Marketing Director  
Operations

**Date:**  
March 2019

**From:**  
Alex Wolfram

Kemah, TX 77565

## HELLO

Please accept this letter and attached resumé for your consideration. I am very excited and interested in the possibility you may have an opening in the Houston area that directly reflect the skills I can offer. With my vast professional experience, I have been both a top performer and successful business owner, with an exceptional ability to plan and implement aggressive sales strategies and operational expertise to support critical business objectives and needs.

I'm an expert in business communications, operations management, editorial direction, and product / process design. With over 25 years in business management experience and also consulting numerous other startup entities, I have worn many hats: Marketing Director, General Manager, Operations Officer, web designer, product designer, PPC manager, video editor, HR manager, visionary, and large sales team manager. As a result, I have a unique ability to manage multidisciplinary projects and to navigate complex challenges. I am an inventor of products and new ideas, always looking for better efficiency and design.

I'm a multi-linguist in technology, enabling me to better drive today's business needs. I speak fluent geek, marketer, editor, designer, trainer, entrepreneur, computer guru, and difficult client. I have fundamental understanding of the skills required of myself and my staff, which means fewer mistakes. I see the inner workings of structures and seek to bring them into harmony. If my left and right brain were hands, I'd be ambidextrous. I'm a former Marine, so I intuitively run into fires, yet I am always the calm one. I don't care who gets credit, I just want to win.

My skill-set and industry expertise are comprehensive and up-to-date, and I make it my top priority to see that all tasks are done well and efficiently. I believe my experiences and track record make me an excellent fit for your needs and requirements. I have attached my resumé for your consideration. Please feel free to contact me via phone, text or email at a time of your convenience, to discuss my background as well as the requirements for your needs.

Alex Wolfram

 [LinkedIn.com](https://www.linkedin.com/in/awolfram)  
/in/awolfram

 [awolfram.com](http://awolfram.com)




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## INFO

**Name** ALEX WOLFRAM  
**Addiction** Starbucks  
**Date of Birth** January 5<sup>th</sup>  
**Myers Briggs** ENTP  
**DISC 37-58-42-74**   
**Status** Married  
**Languages** English (native)  
German (fluent)  
Spanish (eaten)

## CONTACT

**Call/Text** (832) 602-2280  
**Email** Awolfram@me.com  
**Chat** iMessage/Facebook  
**Address** League City, TX  
**Veteran** USMC  
**Education** Biz Admin

## CONNECT

 [awolfram.com](http://awolfram.com)

 [LinkedIn.com /in/awolfram](https://www.linkedin.com/in/awolfram)

 [www.Twitter.com /AZ\\_Devildog](https://www.twitter.com/AZ_Devildog)

 [www.Facebook.com /arizonadevildog](https://www.facebook.com/arizonadevildog)

## PROFILE

Innovative and proactive executive with professional development skills and a strong background in B2B / B2C sales, business management, business scaling, and sales territory management. Extensively experienced in high-volume, multiunit, team deployment, eCommerce and start-up businesses with a core emphasis on operations, team building and leadership. Versatile and knowledgeable with a multidiscipline exposure in technological end user experiences. Self motivated and exceptionally skilled at building new systems from the ground up, or optimization and refining of existing infrastructures. Seeking a position in a professional environment that fully embraces my vast and diverse experience.

## EXPERIENCE (YEARS AND LEVEL)



## WORK

- NATIONAL MARKETING DIRECTOR** 09/14-12/18  
 AKINA PHARMACY / VOLENTE Dx  
 Built sales teams & developed digital marketing materials, including policy administration, HR, payroll process, and sales rep work flow processes
  - Grew new territory to \$250,000+ revenue in 5 months
  - Established territory via cold calling, to 265+ clients in first 6 months
  - Trained & Developed national sales team
- CHIEF OPERATIONS OFFICER** 04/03-09/14  
 ESP SYSTEMS (SaaS Entity)  
 Built web based delivery platform for eLearning to thousands of new students each month, including foreign exchange students from 40 countries
  - Negotiated \$2 Billion contract with Chinese government
  - Managed \$2 Million dollar annual marketing funds
  - Handled entire AdvancED accreditation process in only 2 years
- VICE PRESIDENT** 01/91-04/03  
 METRO ONE TELECOMMUNICATIONS  
 Built all core systems for startup entity handling 1411 service in AZ, CA, NV, NM, TX.
  - Built HR, training, payroll, accounting, and call center operations
  - Scaled business from 17 employees to over 7000+ in 5 years
  - Travelled and Trained other regions to mimic the performance from my territory

## SKILLS

BUSINESS DEVELOPMENT

ORGANISATIONAL SKILLS

COLD CALLING / SALES

TEAM MANAGEMENT

PROJECT MANAGEMENT

ADVERTISING

## SOFTWARE

APPLE MAC / PC

WORDPRESS

ADOBE SUITE

SALESFORCE & CRM SOFTWARE

FINAL CUT PRO

PPC MARKETING

BUSINESS LOGISTICS

## REFERENCES

**Robert Blohm**  
SVP, Sales & Alliances  
Open Symmetry  
(602) 617-9916  
rblohm@opensymmetry.com

**Mark Schwartz**  
CFO  
Foumberg Co  
(480) 252-6304  
marks@foumbergco.com

**Adam Williams**  
CEO  
WinVestments  
(503) 757-7757  
winvestments@icloud.com

## WORK (CONTINUED)

- **CONSULTING** 01/96 - Present  
WOLFRAM MANAGEMENT  
Multidisciplinary exposure including General Contracting, Garage Door Servicing, TV/Film Production, Outdoor Marketing, Software Development, Low Voltage Installation, Manufacturing and eCommerce.
  - Prototyping, Design, and Manufacturing processes
  - Project Management including EMR systems, CRM, and IOS software systems
- **DIRECTOR OF MARKETING** 03/11 - 12/14  
EARN CHARITY  
Founded charity to aid underprivileged individuals to afford educational needs
  - Implemented and developed 501c3 entity in only 4 months
  - Planned and coordinated numerous public relations events
  - Increased new member contributions and business relations

## EDUCATION / MILITARY

- **BUSINESS MANAGEMENT** 1991 - 1994  
SCC - ARIZONA
- **E5 - SERGEANT** 1988 - 1991  
UNITED STATES MARINE CORPS

## CORE ACCOMPLISHMENTS

### TEAM:

**Team Development** - Built and coordinated 3000+ sales agents in 40 countries  
**Trained** - All levels in channel, including owners, distributors, managers, & sales team  
**Marketing** - course guides & marketing brochures for sales teams  
**Presentations** - weekly team calls including training, product introduction, and SITREPS  
**Sales Tools** - developed and integrated sales tools and procedures for outside sales reps

### BUSINESS:

**Scaled** - business from 17 employees to 7000 in 7 years handling 100k's calls per week  
**Negotiation** - \$2 Billion dollar deal with Chinese government  
**Inventor** - Patent processing experience with multiple products and fulfilment  
**Retail Sales** - Walmart, Home Depot, Lowes, Amazon, Bed Bath Beyond, eBay  
**Accreditation** - Achieved regional accreditation status in only 2 years

### STAFF:

**Process development** - Created core training and procedures cutting costs by 20%  
**Training** - Mentored and coached staff resulting in highest performance revenue YOY  
**Human Resources** - developed multiple HR Policies and handbooks  
**Couching** - Extensive experience with employment couching, reprimands, performance reviews, and new hire/termination process

### MARKETING:

**Budget** - Managed over \$2,000,000+ (million) in annual advertising & marketing funds  
**Growth** - Grew pharmaceutical sales territory to 265k/month in 6 months  
**Web Traffic** - Increased website traffic to over 60K daily views  
**Social Media** - Implemented effective meta-tagging, blogging, PPC's, SEO, CRO, & Adsense