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Sharpened Market Edge in Aggressive, B2B & B2C Telecom Markets Competitive Intelligence & Transformational Changes in \$25B Business

Record-Breaking Market Share ▶ **Retail & Online Wins** ▶ **#1 in Customer Acquisition**

Strategic thinker and energetic customer champion offering groundbreaking growth record in massive sales and marketing operations. Delivers rapid turnarounds and innovation in multi-channel settings (retail stores, enterprise-SMB, online, indirect partner), with direction for 2,700+ reports supporting 31 million customers.

Shattered Growth Records at AT&T By Closing Gaps Between Vision & Execution

Market Demand

Customer Loyalty

Real-Time Metrics

- Expanded AT&T NE Area revenue 41% – boosting collaboration and creating competitive data used to create **#1 industry market share gains**.
- Increased customer retention 12% in 2 years, monitoring daily channel interactions (store, B2B, partner, service) **for 36% rise in EBITDA**.
- **Boosted sales to 395%**, influencing consumer behavior & market demand.
- Bumped regional gross sales up 18% QoQ and gross installs 38% QoQ, **with 18.6% annualized revenue growth**.

Generated #1 Revenue & Customer Churn Metrics for 16 Straight Quarters

Customer Acquisition	Market Intelligence	Bottom-Line Gains	NPS Expertise	Executive Roles
#1 in Net Customer Additions Nationwide, Besting Verizon	17-Point Lead Over #2 Competitor Using Market Intelligence	20% Ad Budget Savings With Concurrent 41% Revenue Increase	1 st Net Promoter Score Pilot Company-Wide (Adopted Across US)	Marketing & Sales Operations VP in \$25B Business Unit

Professional History

NewCom Group

Improved revenue and market presence at \$2B fiber network provider serving carriers, content players, arenas, & cities.

Chief Revenue Officer, Eastern Region | 2015–Present

P&L Authority for \$500M Equity Value Business & \$70M CAPEX in \$1.5B BU (82% EBITDA Margin)

Generated Strong Increases, Including 18% QoQ Results (#1 Firm-Wide) & 15-Point Rise in Close Rate

Countered growth challenges, increasing revenue in regional fiber markets as sole externally recruited CSO. Administer team chartered with all marketing (product, e-commerce, brand support, sponsorships), commercial terms, customer engagement, operations, business development, legal terms, and fiscal results. Established regional structure including targets, take rates, sales tools, pricing, and go-to market plans.

New Market Intelligence & Post-M&A Opportunity

- ▶ Expedited access to revenue opportunities with Webmap tool as new competitive intelligence resource; won deals in target healthcare, municipal, and education verticals (U of VA, Atlanta Public Schools, City of Park).
- ▶ Led synergistic \$32M equity value gains from 2nd largest acquisition in firm history.

AT&T

Ignited revenue growth via impact to business sales, retail, marketing, and partner relations at #1 US telecom provider.

SVP Marketing & Sales Operations (CMO), Northeast Area | 2011–2015

Direction for 300-Member Team & \$25M Budget (Indirect Authority for \$500M Total Spend) in \$25B Business Unit Supporting 31+ Million Customers in 11 States, Plus 8 Product Lines, Partners, & CRM

Led AT&T in Total Revenue / Customer Churn for 16 Quarters: 17% Growth & 48% EBITDA Margin

Reinvigorated Marketing and Sales Operations, rebuilding collaboration with regional, HQ, and cross-functional groups; increased efficiency, cut rework, and improved results against KPIs. Led agent negotiations, sales incentives, training, and marketing, plus systems-network conversions. Sponsored millions in CAPEX store budget.

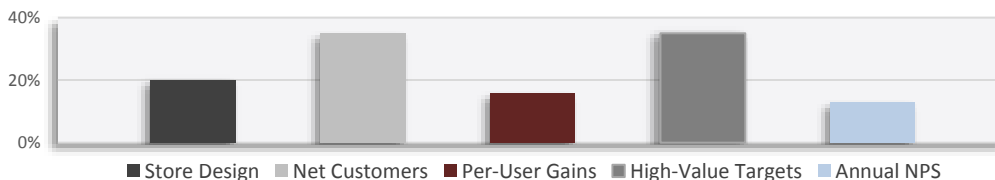
Performance Across Stores, High-Opportunity Markets, & B2B Settings

- ▶ Grew revenue 41%, with 17% rise in customer acquisition, from restructuring and focus on risk-taking, partner alliances, and innovation. Eliminated redundancies with flat management structure.
 - Supplied real-time metrics (adopted in 2,000 US stores).
- ▶ Increased sales 20% from New Store Design changes; cut costs with distribution channel transitions.
- ▶ Rolled out collateral touting ROI (network coverage, speed, service); shared learnings across B2B sales. Identified lucrative growth markets.
- ▶ Delivered 22% YoY increase from competition, displacing contenders in high opportunity markets.

Achievements Snapshot

- 125%+ of Goal: New Accts & Strategic Products
- Yearly Increases in Net Promoter Scores
- Salesforce Deployment With No Sales Interruptions
- First New Store Design Launch Company-Wide

“Passionate about winning – with integrity – I look at all angles to fully understand the opportunity.”



Regional President, Chicago & Midwest Region | 2008–2011

Directed 2,200 Total Reports in \$1.7B Business, Supporting 2.3 Million Customers Headed Sales, Marketing, Cross-Channel Distribution, Store CAPEX, Network Investment, Cost Control, & Service

Shaped Cultural Change, Eliciting #1 Customer Growth Company-Wide (34%) & 44% EBITDA Margin

Outpaced region growth records, driving lasting gains in market share, product adoption, revenue growth, customer retention, service, and acquisition by transforming culture to emphasize customer-centric behaviors. Won President’s Cabinet award for sales and NPS results. Led seamless Media Wireless and Altel integrations.

Marketing & Performance Benchmarking Strategies

- ▶ Increased high-value customer share to 78% from 29% in IL, focusing on post-paid accounts with segmented marketing. Led US in 2010 sales results against budget.
- ▶ Added 35% net customers – rebuilding leadership teams and analyzing front-line actions. Coached staff to focus on loyalty.

Sales & Leadership Accolades

- #1 YoY Customer Satisfaction / Experience NPS
- Top US 4G, Broadband, & Data Access Metrics
- 639,000 Customers Gained W/M&A Integration

AT&T (Continued...)

Director Retail Sales, Carolina & Tennessee Region | 2007–2008

*Supervised 1,500 Employees Supporting 2 Million Customers Throughout 158 Company-Owned Sites
Administered Store Portfolio & Capital Allocation for New Site Selections, Retrofits, & Closings*

Attained #1 Rankings in Net Customer Additions, Rate Plan Generation, & Other Sales Metrics

Led team to next-level success against existing Top #3-#5 rankings, creating strategies for increased momentum and implementing Net Promoter Scores key to improved team effort; held broad authority for customer-facing and revenue growth challenges in retail SMB channel. Conveyed real-time metrics pivotal to Customer Additions.

First-Time NPS Use Across The Company, With Results From New Sales Tool

- ▶ Launched Net Promoter Score initiative with District Manager, working with Regional President and HQ for retail store deployment. Built training program.
- ▶ Built frontline headcount analysis tool (still in use) key to staffing forecasts across 158 stores.

Director Training Operations & Marketing Communications, South Area | 2003–2007

Led Curriculum Development, Delivery, & Marketing Communications for 10,000 Employees in 11 States

Built 1st Combined Structure Adopted Firm-Wide; Reached #4 in Training Magazine Top 125 Organizations

Early Career Experience:

Director of Retail Sales, Chicago / Midwest Region, 2001–2003

Director of Indirect Distribution & B2B Sales, Central Texas Region, 2000–2001

Earlier Roles at AT&T Predecessors Contel & GTE

Education

Bachelor of Arts in Business Administration

University of Wisconsin, Madison

Professional Affiliations

Advisor

Blackstone Entrepreneurs Network (CO Entrepreneur, Growth Firm, & Community Partner Connections)

Ninja

QuarterHealth (Startup Advisory Conferring With Impact CEOs on Health Issues)

Past Board Member

Greater Chicago Partnership

Chicago Technology Center

Chicago Area Animal Shelter

Resume Story

Gary, who was also a previous client, had a unique challenge in looking for his next opportunity. After many years at a major telecommunications company, he'd joined a smaller firm, where he had just started to make inroads as Chief Revenue Officer (his original target role). However, he was still drawn to the larger corporations in his industry, and needed to pull together a story that showed his extensive history rising through the top carrier in the US.

I incorporated numerous graphics to show his record of consistent revenue wins in varied markets, noting his most recent role only briefly (and with relevant sales leadership wins), before going back to the metrics from his earlier career. With so many to choose from, I was able to blend some of the former wins into charts and show how he'd cultivated customer loyalty and used market intelligence to achieve a strong record of growth.

Red and blue were used at various intervals in the resume to emphasize his impact across the US, with success metrics in nearly every role.

Gary quickly accepted interviews and an offer to return to a competing telecommunications provider in the same region.