

Edward Jacobs, Business Development Leader

Marketing Strategist | Creative Competitor

San Diego Area | Marketing and Advertising

Summary

I've felt the thrill of **MARKETING & BUILDING BUSINESS** since owning & operating my very first lemonade stand.

While the scale of the operations under my guidance & leadership has increased dramatically over the years, my **ENTHUSIASM & PERSISTENCE** at being the best that I can possibly be is something I was simply born with.

Truly loving what I do is the key to my success at generating **HEFTY REVENUES** across markets & industries.

CAREER HIGHLIGHTS:

- ▶ Closed a complex 4-year, \$40M contract that **EXPANDED BUSINESS** within a previously untapped sector.
- ▶ Produced 20% of startup's revenue by **INTRODUCING** the **PRODUCT** to a broader market.
- ▶ Launched & contributed to ventures generating a **RETURN ON INVESTMENT** as high as 570%.
- ▶ Leveraged **CHARISMA & QUICK WIT** to produce desired results just shy of 100% of the time.

Specialties

- Regional, National & International Client Management
- Market Evaluation, Penetration & Expansion
- Competitive Analysis
- Strategic Partnerships
- Cross-Functional Team Collaboration
- New Product Marketing Strategies & Presentations
- Mind-Blowing Business Development Plans

Experience

Vice President of Business Development

FB Corp.

Marketing & Advertising Industry

2007 – Present (4 years)

Truth be told that I am a direct descendant of the Eddie in Frank & Eddie's Margarita Mix. I'll forever be grateful to my father for providing me the opportunity to have so much fun strengthening his legacy...

SUMMARY: At FB Corp. I was instrumental in recapitalizing the company after the loss of the late & great, Eddie Jacobs. I developed the concept & wrote & executed a business revitalization plan that leveraged the existing brand to capture opportunity within the organic market.

HIGHLIGHTS:

- Led turnaround efforts forecasted to produce a 500% increase in sales in 2011.
- Reestablished crucial relationships with executives of a leading distributor, National Beverage Corp.; renegotiated favorable terms for an increase in product distribution by 300% over 2 years.

ABOUT FB CORP.: FB Corp. created the recipe for the proprietary, patent-pending blend, Frank & Eddie's Margarita Mix, a product available on the US market for the past 15 years & currently sold at 50+ retail, on-premise & online sites.

Founding Partner

Blarney Stone Irish Pub & Restaurant

Hospitality Industry

2004 – 2010 (6 years)

What could be more fun than helping a couple of college buddies open an Irish pub? Becoming the part-owner in their second Irish pub...

SUMMARY: With my trusty partners, launched businesses & provided overall company leadership, specifically in the areas of marketing, inventory management & personnel, to set the foundation for a \$4M revenue-generating year in 2010.

HIGHLIGHTS:

- Key in formulating the business plan that specifically targeted Minnesota based on a strong demographic profile.
- Helped raise over \$2.6M in debt financing through commercial banks, SBA loans & private investors.

ABOUT BLARNEY STONE: Blarney Stone's first pub & restaurant opened its doors in 2004 & earned Best of St. Paul Gold awards for five consecutive years. Building on that record of success, the partners launched a second establishment in 2007, meriting Minneapolis's Best New Restaurant recognition in 2008 as well a City of Minneapolis Urban Design award.

Founder & VP of Business Development

Capital Connection, LLC

Venture Capital & Private Equity Industry

2001 – 2004 (3 years)

Here I managed to turn a potential investment disaster into a 570% ROI...

SUMMARY: After determining an opportune acquisition price we closed the deal on September 7, 2001. Due to the sudden loss of investor interest after September 11, 2001, I rapidly restructured the strategy away from a quick buy/flip to decommissioning & selling majority assets until market conditions improved & the company could demand a more lucid sales price.

HIGHLIGHTS:

- Inventoried & liquidated equipment located around the world; sold assets within the US & international markets, including \$5M in web-based sales.
- Oversaw all aspects of equipment upkeep & maintenance & renegotiated favorable terms for over \$8M in Lucent & 3Com lease agreements.
- Leveraged technical partnerships & implemented strategy to sell \$96K in annual services.
- Negotiated the sale of the company to a DC-based firm for a 570% return on investment in April 2004.

ABOUT CAPITAL CONNECTION: Formed Capital Connection to purchase the assets of International Wireless from federal bankruptcy court. International Wireless had been a wireless data network start-up with \$100M in wireless assets deployed within 12 major US markets.

Sales Manager
DigiSolutions, Inc.

Information Technology & Services Industry
2000 – 2001 (1 year)

The owners of this company didn't think it was possible to build business beyond the East Coast...

SUMMARY: At DigiSolutions I targeted & prospected CFOs to expand sales to the West Coast.

HIGHLIGHTS:

- Generated leads, developed scripts & established team objectives as the leader of a sales force of 10.
- Produced 20% of the company's total sales before leaving the start-up based on its inability to deliver the quality of service it had promised its customers.

ABOUT DIGISOLUTIONS: Former application service provider (ASP), DigiSolutions, developed a web-based expenditure management software that assisted small businesses in coordinating indirect expenses across a multi-facility organization.

Vice President of Business Development
The Lancaster Group

Privately Held; Outsourcing/Offshoring Industry
1996 – 2000 (4 years)

There couldn't have been a better place for me to focus my entrepreneurial spirit than at The Lancaster Group. Here I learned from the absolute best...

SUMMARY: At The Lancaster Group I was groomed by the CEO to lead diversification into the financial services sector while continuing to manage programs for leading accounts within the telecommunications industry.

HIGHLIGHTS:

- Formulated & executed the strategy that secured a 4-year, \$40M contract with a Bank of America subsidiary to increase annual revenues by 15%.
- Managed relationship to grow the company's top account, Bell Atlantic, 33% within 1 year; created & implemented strategy to reduce client's marketing costs by \$4M while upselling supplementary services.

- Led cross-functional teams of up to 20 inside & outside sales representatives, IT professionals, business analysts, operations managers, etc.

ABOUT THE LANCASTER GROUP: Formed by the founders of Houghton Mifflin in 1994, The Lancaster Group continues to provide customer contact & management solutions for business & government sectors within the US & Canada.

Education

Harvard University

BA, History & German Studies

Activities and Societies:

Harvard Football • Germany Study Abroad

Additional Information

Websites:

[Business Development-FE Corp](#)

[Marketing Strategy-DigiSolutions](#)

[Business Launch-Blarney Stone](#)

Contact Settings

It would be great to hear from you. Feel free to contact me at edward.jacobs@gmail.com.

Interested In

- job inquiries
- expertise requests
- business deals
- reference requests
- getting back in touch

This client had tons of personality and he specifically requested that his personality come through in his LinkedIn profile. Balancing personality within a professional forum was challenging and yet a lot of fun for me.

My client's objective regarding LinkedIn was not necessarily to find a job or put himself out there for recruiters, as he had already secured a new position using the résumé I had developed for him two months earlier. Instead, his vision was to have a profile where he could showcase his career accomplishments to his continuously expanding network of friends, colleagues and business partners. My goal then became blending my client's vision within the professional networking environment that is LinkedIn.

While I typically would not use phrases like, *hefty revenues* or *mind-blowing business plans*, my goal was to keep the viewer reading on for the next injection of personality all the while filling the space between with impressive business achievements. If I caught the reader's attention and managed to get them to curl the corner of their mouth in a partial smile, then I thoroughly accomplished my goal.

Each position description was opened using a personal voice that allowed for the incorporation of interesting tidbits not found on my client's résumé.

I took liberties and represented all numbers as digits, as I feel that within the context of the profile this allows all numbers to stand out and reduces the amount of characters within the profile.

In another deviation from the norm, I specifically included ABOUT sections for each company or venture that my client contributed to. While LinkedIn does provide links to company web sites when that information is available, my client had launched an independent venture and had worked for another company that was no longer in business and I felt that the background on these two companies was beneficial to the reader. In addition, the ABOUT sections allowed me to showcase the diversity of the industries and ventures my client not only adapted within, but absolutely excelled at advancing.