

# BARRI MEYER

## CHIEF STRATEGY OFFICER & BUSINESS ACCELERATOR

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### UNICORN BUILDER—DRIVING BOLD & TRANSFORMATIONAL GROWTH

#### Start-Up Structuring & Launch | Massive Value Creation & Scale | Exit (or Market Dominance)

Force of nature with 16+ years of success turning the impossible into reality for start-ups and iconic brands. True partner to CEOs shepherding new ventures from concept to IPO, and increasing sales of mature companies by 300% to 2,400%. Fast-moving approach generates margin growth up to 10x. Unique attribute: infinite, joyful curiosity.

#### THREE COMPANIES—THREE BIG WINS

##### BlueBird Growth: Fledgling to Unicorn



##### Scaled The Freddie Group

**\$10M to \$250M**

*Turned a mom-and-pop shop into the #1 manufacturer in its category*

##### Revenue Rise for OmniVerb



#### EXECUTIVE STRENGTHS ENSURING SUCCESS

Vision, Strategy & Execution • Game-Changing Relationships • P&L • Operational Effectiveness  
Revenue Optimization • Profitability & Market Impact • Restructuring & Turnaround • Data-Driven Decisions

#### EXECUTIVE CAREER

##### BLUEBIRD SYSTEMS (NASDAQ: BBX)

*Cloud-based finance platform for some of the world's largest companies—a story of innovation and scale*

Launched the venture as employee #3—the first executive and only salesperson—and steered the evolution from start-up to \$220M private equity investment and IPO with \$3B market cap.

##### Chief Strategy Officer (CSO) • 2018 to Present

Realigned corporate strategy to focus squarely on growth. Designed a business development game plan that grew the top line >100% through sales and acquisitions, expanding the footprint to 112 countries around the world.

##### Influenced 300% rise in stock prices in 24 months

- Negotiated 6 M&A deals in 18 months, seizing #1 market share in the US and Europe while creating a portfolio of coveted products.
- Ignited total revenue up by 143% and net-new revenue 75% by steering the organization to think differently about innovation and scale more ambitiously.
- Landed multimillion-dollar deals with Fortune 10s: Alphabet, Apple, and Walmart.
- Stopped an exodus of employees by restructuring the team at every level from COO to frontline staff.

##### Mega Growth in 4 Years



##### Vice President & Executive Committee Member • 2011 to 2018

Steered the global organization to grow 2x despite competitive entrants and market challenges in EMEA and LATAM. Hired some of the best talent in the industry: 52 employees in operations, marketing, sales, and product development.

##### Delivered 23% to 108% growth quarter over quarter, year over year

- Impaled the competition—owning the market with a relentless stream of product and service launches: 15+ every year.
- Scaled the business to 2,800+ accounts, an industry record.
- Pushed the team to seize 243+ new clients every year, including Accenture, Ally Financial, Dow Chemical, Energizer, Express Scripts, and H&R Block.

##### Landing High-Value Clients at a Meteoric Pace



BlueBird Systems, *continued...*

**Vice President of Sales - 2006 to 2011**

Charted the course for growth at crucial stage in the business—the transition from IT consulting to an SaaS enterprise solution with teeth. Defined go-to-market strategy and built the sales organization.

**Expanded the sales team from 1 to 18 employees in lockstep with rapid growth**

- Proved out the product and business by landing 54+ major accounts including Boeing, General Mills, Hyatt Hotels, Koch Industries, Kraft Foods, Medtronic, Thomson Reuters, US Foods, and Mars Wrigley.
- Scaled operations by >68% in 2 years with zero drop-offs; turbocharged growth by >10% every subsequent year.
- Increased sales productivity 32% by eradicating inefficiencies while opening 13 new markets.

**OMNIVERB INC.**

*Human and automated language translation service—another example of massive growth*

Started the turnaround process on Day 1 and quickly transformed this torpid business into a multimillion-dollar global organization—earning #1 market share worldwide in 3 years.

**Vice President of Strategy & Operations - 2004 to 2006**

Overhauled strategy, redesigned processes, and rallied teams to kick old ideas to the curb. Built sales and marketing functions and created a bold value proposition targeting Fortune 500s with geographically dispersed operations.

**Scaled from start-up to \$12M hyper fast**

- Dominated markets in 23 countries—leaving thousands of competitors in the gutter.
- Fine-tuned the brand to position the company as the go-to translation service across high-stakes industries: healthcare, medical devices, and technology.
- Hired and coached powerhouse teams to land multiyear accounts valued from \$1M to \$4.6M with reliable revenue generators: 3M, CVS, General Motors, Nestlé, and Walmart.
- Delivered services faster than ever before—at 17% lower costs—by embedding Continuous Quality Improvement processes into all aspects of the company.



**THE FREDDYE GROUP, INC.**

*Global ingredient manufacturer—realizing the best performance in the company's 45-year history*

Surged revenue to \$250M, after decades at the \$10M point, as core member of the executive team that evolved a single-country legacy business into a multinational food industry giant.

**Senior Director, Worldwide Sales & Operations - 1999 to 2004**

Scaled and mobilized the team to generate profitable new business on 4 continents. Invented a global marketing program with a differentiating message that resonated with multibillion-dollar clients and left competitors in the dust.

**Redesigned operations to run the organization like a well-oiled machine**

- Penetrated and quickly drove 2x, 3x, and 4x expansion in Europe, South America, and Asia, solidifying Freddy as the #1 ingredient maker worldwide.
- Opened 5 new markets including Nutrition & Health, Imitation Seafood, and Savory Flavors; facilitated R&D to launch 23 products.
- Taught team members to close individual deals worth up to \$10M/year—an average increase of >\$9.2M.

\$10M to \$250M in 5 Years	
4	Continents Owned (#1 Ranking)
5	Markets Built
23	Products Launched
25	Countries Entered

**EDUCATION**

STANFORD UNIVERSITY, GRADUATE SCHOOL OF BUSINESS  
**Innovation & Entrepreneurship Certificate** (three-year program)

UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN  
**Bachelor of Science in Economics & Marketing**

## ABOUT THIS PROJECT

This client came to me with a celebration of successes: a series of companies that grew beyond expectations, quickly and sustainably, resulting in #1 market position and/or exit. As a business, sales, and strategy executive, he was directly accountable for these results.

I used color to make this unique career leap off the page and screen, choosing shades of gray and significant swaths of near-black. For me, this design is pretty dark for an executive résumé, but I wanted something different, something rather startling on first impression—almost as eye-opening as his parade of achievements. I chose bright fuchsia as a highlight color to ramp up the impact even more.

A career like this one is impressively showcased in charts and graphs. Plus, I opted for aggressive language (*impaled, penetrated, relentless, in the gutter*) to capture the power inherent in his leadership approach. With that said, I couldn't help myself by adding some "joyful curiosity" to the mix.