

## RESUME FOR KENT HUFFMAN

Marketer | Innovator | Brand Builder | Demand Generator | Growth Driver | Board Member | Book Author  
17330 Preston Road, #200D, Dallas, TX 75252 | 4165 North U.S. Highway 69, Mineola, TX 75773  
[Bio](#) | [Blog](#) | [Books](#) | [LinkedIn](#) | [Twitter](#) | [Facebook](#)  
972-979-6164 | [kent@kenthuffman.com](mailto:kent@kenthuffman.com)

### Summary

Kent Huffman is a results-oriented B2B and B2C marketing and branding executive, change agent, customer experience advocate, and published author with a broad range of competencies in virtually all aspects of the marketing function. Having earned a reputation as a marketing and branding revitalization specialist, Kent has achieved significant, measurable results in several startup, turnaround, and expansion situations during the past 20+ years. He has created a large marketing community on social media, with more than 50,000 followers on LinkedIn, Twitter, and Facebook. Kent is known as an innovator, brand builder, demand generator, growth driver, and mentor. He has often been described by others as visionary, creative, energetic, diligent, and driven.

### Experience and Key Accomplishments

- *Fractional Chief Marketing Officer* at [DigiMark Partners](#) (May 2014 to present)  
DigiMark Partners is a boutique digital marketing firm with offices in North and East Texas. As DigiMark's Fractional, On-Demand & Interim CMO, Kent conducted comprehensive marketing and branding audits and developed detailed strategic and tactical marketing and branding plans for a start-up cloud computing company in Dallas, a commercial LED lighting control solutions manufacturer in Fort Worth, and a wireless communications accessory provider in Canada while serving each firm as its Interim Chief Marketing Officer for several months. He also created the concept for a new wine brand, developed the direct-to-consumer marketing and branding strategy, negotiated a strategic partnership with a major national organization, launched the initial offering at a high-profile national event in Las Vegas and online, and sold more than 1,000 bottles via e-commerce within the first few weeks. In addition, Kent designed and launched a new digital magazine for women who love hunting, fishing, and wildlife conservation, partnering with several industry giants, including Ducks Unlimited, Rocky Mountain Elk Foundation, and Lady Bass Anglers Association.
- *Chief Marketing Officer* at [BearCom Wireless](#) (May 2006 to May 2014)  
Headquartered in Garland, Texas, BearCom Wireless is North America's largest solutions provider and wireless system integrator of push-to-talk communications equipment, serving customers from 50+ branch offices throughout the U.S. and Canada. As BearCom's CMO, Kent led the company's collaboration with Motorola Solutions to create an innovative print magazine (and later, a digital magazine) called *Today's Wireless World* that became the largest driver of traffic to BearCom's website and best generator of qualified leads, partnered with Motorola's marketing and engineering teams to create a new private-labeled wireless device that became the best seller in BearCom's 33-year history, and played a key role in growing BearCom's annual revenues from \$63M to \$101M in spite of a major recession. Kent also set a number of all-time marketing-related records during his eight-year tenure as CMO at BearCom, including sales leads generated, website visits, extranet site revenue, e-commerce revenue, customer lifetime value, and marketing budget ROI, among others.
- *Interim Vice President of Marketing* at [CompuCom Systems](#) (April 2005 to May 2006)  
Formerly based in Dallas, Texas, CompuCom Systems provides end-to-end managed services, technology, and consulting to enable the digital workplace for enterprise, mid-size, and small businesses. Kent rebranded CompuCom Systems from the ground up and then engineered the strategy and managed the delivery of the company's updated story to industry analyst firms Gartner and Forrester, resulting in top rankings for CompuCom in their respective Magic Quadrant and Wave reports for IT hardware, software, and services firms. He also was instrumental in helping to position CompuCom for successful acquisition by Court Square Capital Partners in early 2007. Then in 2017, CompuCom was acquired by Office Depot, Inc. as the first step of a longer-term journey to transform Office Depot into a broader product and business services platform.

- *Global Marketing Director* at Perot Systems / Dell Services (now [NTT Data](#)) (September 2002 to April 2005)  
Perot Systems / Dell Services, formerly headquartered in Plano, Texas, delivered tangible business results by combining deep industry expertise with applied innovations in digital, cloud, and automation across a comprehensive portfolio of consulting, application, infrastructure, and business process services. Kent consolidated all the industry and operational sub-brands within Perot Systems under one corporate brand umbrella to present a more cohesive image to the marketplace, received a number of national and international awards for the quality of Perot Systems' annual reports, and created a unique dimensional marketing campaign that resulted in a \$7.5M multi-year IT outsourcing and application development contract with one of the nation's largest home building supply firms. He also spent time in Europe and Asia, leading Perot Systems' global marketing and communications teams to ensure marketing and branding consistency and effectiveness around the world.
- *Marketing Consultant* at Marketek Media (March 1995 to September 2002)  
Marketek Media was a boutique internet marketing firm headquartered in Austin, Texas. While at Marketek, Kent formed a strategic partnership with AMG Sports and Dallas Cowboys running back Emmitt Smith to create, promote, and implement the concepts for three new national events called "NFL Run to Daylight," "NFL's Fastest Man," and "Emmitt's Run with History" that featured the record-setting back and a number of other notable professional football players from various NFL teams. He also created websites and digital marketing strategies and tactics for numerous technology companies in Texas and Montana and several travel-related firms throughout the Caribbean.
- *Corporate Communications Director* at AT&T Capital (January 1990 to March 1995)  
Based at D/FW Airport in North Texas, AT&T Capital was AT&T's financial arm and specialized in capital equipment financing, leasing, and renting. Kent led the Customer Satisfaction Committee at AT&T Capital, which was responsible for developing an innovative, comprehensive customer satisfaction survey, analysis, and corrective action methodology for all operating divisions within the company. He also designed and developed a branding management system that was used across the corporation to ensure continuity from division to division. In addition, Kent created the first website for the company.

## Industry Expertise

- Computer hardware, software, and services, as well as cloud computing and IT outsourcing for commercial, healthcare, and federal government applications
- Wireless telecommunication technologies, including Internet of things (IoT), machine-to-machine (M2M), mobile mesh networking, IP video surveillance, smartphone, and digital two-way radio applications
- Commercial LED lighting systems
- Electronic test equipment renting and leasing
- Commercial and residential construction
- Higher education
- Non-profits
- Public safety
- Financial services
- Hospitality
- Oil and gas
- Retail and wholesale
- Publishing and printing
- Web design and development
- Professional sports
- Hunting, fishing, and wildlife conservation
- Wine, beer, and spirits
- Female consumers

## Thought Leadership

Kent is the author of the book *8 Mandates for Social Media Marketing Success*, which was published by C-Suite Press in 2012. It achieved a [five-star rating on Amazon.com](#) and has been adopted for use in undergraduate and graduate marketing classes by more than 20 professors at some of America's leading universities, including Stanford, Duke, NYU, Rutgers, UCLA, Syracuse, and TCU, among others. This ground-breaking book features success stories from a number of leading B2C and B2B companies, including AT&T, Gatorade, Frontier Airlines, Kimberly-Clark, Adobe Photoshop, and Wounded Warrior Project.

Kent also is the co-author of a C-level book entitled *Inside the Minds: Maximizing Your Marketing Efforts*, which was published by Thomson Reuters / Aspatore Books in 2008. His co-authors included the CMOs for the Minnesota Twins, eSilicon, ThruPoint, Pomodoro Restaurants, and others.

In addition, Kent has served on several advisory boards and professional councils during the past decade:

- Marketing Mentor and Admissions Screener for Neeley School of Business at Texas Christian University (2017 to present)
- Undergraduate and Graduate Marketing Program Advisory Board member for Southern New Hampshire University (2016 to present)
- Advisory Board member for Hootsuite Academy (2015 to present)
- Customer Experience Board member for the CMO Council (2012 to 2016)
- Executive Advisory Board member for Frost & Sullivan (2009 to 2013)

## Honors and Accolades

Over the past few years, Kent has been recognized for his [professional achievements as a marketer](#) by more than 20 prominent publications, including *Forbes*, *Entrepreneur*, *CEO World*, *Global CMO*, *Brand Quarterly*, *Adweek*, *Marketing News*, *Social Media Marketing*, *Texas Technology*, *Texas CEO*, and *D CEO*, as well as various other entities, including Dun & Bradstreet, LinkedIn, MediaPost, Sprinklr, Vistage International, SAP, the CMO Club, TCU's Neeley School of Business, the American Marketing Association, and more.

Kent also has been quoted in several new books on marketing, branding, growth, customer experience, change management, and leadership, including *Running the Gauntlet: Essential Business Lessons to Lead, Drive Change, and Grow Profits* by former Kodak CMO Jeffrey Hayzlett, *The Social Employee: How Great Companies Make Social Media Work* by employee branding experts Cheryl and Mark Burgess, and *The Growth Secret: Growth Hacking and Digital Marketing at Its Best* by Roberto Liccardo.

## Earned Media

- ["CMO Go Show"](#) (2018 Splash Media video interview featuring Kent)
- ["13 Marketing Trends that B2B Marketers Need to Understand"](#) (2017 *Forbes* article co-authored by Kent)—*has been viewed 100,000+ times*
- ["An Example of Setting Up a Marketing Dashboard with Actionable KPIs"](#) (2016 *Smart Insights* article authored by Kent)
- ["The Outsourced Executive: A Growing Leadership Staffing Solution"](#) (2015 *Forbes* article featuring Kent)
- ["Business at the Dawn of the Internet of Things"](#) (2014 *Huffington Post* article featuring Kent)

## Education

Kent holds a BBA degree in marketing from [Texas State University](#) in San Marcos, Texas. He was active in intramural sports and was a member of the Lambda Chi Alpha fraternity. Kent covered 75% of his educational expenses by working part-time in retail, construction, and manufacturing while attending college.