

Jeffrey P. Bosworth

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Senior Vice President of Sales & Marketing – C-Level Operations Executive – Digital & SaaS Software Sales Management & CRM Professional - C-Level Internet Marketing Automation Executive - Seasoned Sales Training & Sales Tool Creation – Marketing Augmenting Sales & Producing “Conversions”

Core Competencies: Technology Sales Management & CRM - Revenue Accountability & Pipeline Forecasting - Sales Trainer & Motivational Sales Training - Seasoned, Corporate Sales Management - Recruit, Train, & Mentor Salespeople (CRM) - Sales Tools & Presentation Creation - Marketing, Branding & Internet Expert - Task-Oriented Project Management (ROI) - Market Analysis & Product Differentiation - Strategic Alliances & Effective Partnerships - Customer Education & Client Retention - Accountable and Driven By CRM & Data Visionary Sales & Marketing Leadership

Industries: Digital Media Advertising Solutions, Internet Applications, SaaS Software, IT/Data Centers/Managed Hosting, Internet Marketing, Web Development & Graphic Arts, Traditional CTA Advertising, Marketing & Branding.

Career Highlights & Selected Achievements:

- Increased revenue 33-38% in as Interim CEO/SVP Sales & Marketing for Digital First Media (over 4.2 million).
 - Developed the tools, training and technique for 14 sales reps to monetize numerous job boards across the USA.
 - Grew a pipeline of 18.3 million from an initial 300K in sixteen months with a team of 7 remote enterprise reps (SaaS).
 - Closed 11 of 19 sales appointments in first month at SGG and grew revenue to over 1.6 million before acquisition.
 - Was consistently 28-36% over budget at Clear Channel Communications and led the country in streaming radio sales.
 - Developed a team of 8-10 senior sales reps at MPInet/Durocom and produced over 11.6 mil in recurring revenue.
 - Consistently responsible for marketing, sales, revenue & EBITDA since first Senior Management assignment.
 - Turned-around a corporate “asset” for The Warren Companies, grew revenue by 56% & facilitated the acquisition.
 - Trained and motivated a team of 6 salespeople at The Humphrey Companies and acquired 8 other competitors.
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Assignments/Roles:

- **Arrow Marketing** - Orlando, FL – Board Advisor (Internet Marketing & Identity Resolution Solutions) - 5/2017-Present
 - **SkyCiv Engineering Software** – Sydney Australia - SVP Sales & Marketing (Structural Analysis Software) - 4/2017-5/2019
 - **WorldNetDaily** – Washington, DC - SVP Sales & Marketing (Programmatic, Remnant, Direct Media Sales) -8/2016-4/2017
 - **Digital First Media** – Portland, ME - Interim CEO - SVP Sales & Marketing (Digital Media, SaaS, Internet) - 10/2013-8/2016
 - **Novatus CLM** – Orlando, FL - SVP of Sales & Marketing (SaaS Software, Data Center & Managed Servers) - 4/2012-10/2013
 - **IEMG** – Altamonte Springs, FL - Senior Sales, Marketing and Business Consultant (Numerous Industries) - 5/2007-4/2012
 - **Sales Growth Group** – Altamonte Springs, FL - VP of Sales & Marketing (Numerous Industries, Marketing) - 2/2003-5/2007
 - **Clear Channel** – Maitland, FL - Integrated Media General Sales Manager (Broadcast, Internet, Events) - 5/2000-2/2003
 - **MPInet/Durocom** – Maitland, FL - Vice-President of Operations (Data Centers, Managed Hosting, SaaS) - 11/1995-5/2000
 - **The Humphrey Companies** – Tiverton, RI – VP of Sales & Operations (Wholesale Fuel Oils, Hydronics) - 8/1992-11/1995
 - **The Warren Companies** – Providence, RI – Regional Director Operations (Fuel Oils, Propane, Ice/Heating) - 4/1988-7/1992
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Education:

Bachelor of Science (BS) - Marketing/Management – University of Massachusetts at Dartmouth – 3.65 GPA
Associate of Science (AS) - HVAC/Mechanical Engineering – New England Technical Institute – 3-55 GPA