

Ken Colley

Learn more at
kencolley.com



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Proven Sales & Management Professional

A self-starter funding a dual engineering/business degree through Auburn's Co-Op Program leading to success across multiple industries and a wealth of experience in sales and managing people, projects and businesses. By nature I am goal oriented and results driven with a belief in hard work to achieve goals. Sourcing a problem solving mindset I possess a unique ability to quickly analyze needs and create solutions designed to yield a profitable outcome. Most importantly, I have consciously honed my communications skills over my career allowing me to easily relate to and connect with all personality types - proving to be my greatest strength.

Objective: Pursuing a sales or team leadership opportunity that will allow me to apply my problem solving mindset and rapport building charisma to build revenue-driving relationships and vibrant engaged teams. Open to travel.

EDUCATION

- **OWNER | KEN COLLEY CONSULTING, WWW.KENCOLLEY.COM, ATHENS GA | 2017 - PRESENT**

Sales & management business consulting applying my experience and knowledge to identify gaps helping businesses increase sales and improve processes. By using strategic implementation to deliver dramatic results I excel in exceeding clients' expectations. Working with companies on sales, management and HR issues across various markets from financial services, dental wholesale, real estate and transportation.

- **MORTGAGE BANKER | FIRSTBANK, ATHENS, GA | 2016 - 2017**

Opened new branch while learning highly regulated mortgage industry. Responsible for prospecting, selling and closing mortgages by successfully building center of influence relationships. Used honed interviewing skills advising clients with a needs based approach as evidenced by a 100% satisfaction rate. Effective team member overseeing the entire loan process through consistent monitoring and ensuring compliance.

- **GENERAL MANAGER, PARTNER | MATHMOOSE LLC, ATHENS, GA | 2011 - 2015**

Managed all aspects of internet based company to develop math facts learning & mastery program, creating and implementing business and marketing plans. Established sales channels while personally securing 28 annual school subscriptions in addition to hundreds of individual subscriptions. Secured \$250k of working capital. Managed 5 associates and a team of 4 LLC partners.

- **EXECUTIVE VICE PRESIDENT, SHAREHOLDER | CANNON FINANCIAL INSTITUTE, ATHENS, GA | 1998 - 2011**

Primarily responsible for business operations with direct contribution of annual revenue growth from \$8MM to \$20MM, including School Division which comprised of 32% of company revenue. Developed, marketed and sold new Live Online training program. Trained and coached Cannon clients' as well as Cannon associates. Major clients included Morgan Stanley, Merrill Lynch, Chase, Bank of America, SunTrust and State Farm. Fulfilled a variety of roles including Director of Finance, HR Manager and Corporate Secretary. Managed 32 associates.

- **FINANCIAL ADVISOR | SYNOVUS SECURITIES; INTERSTATE JOHNSON LANE, LAGRANGE, GA | 1993 - 1998**

Built Financial Advisory business with implementation of Bill Good CRM and Marketing Program overseeing customer touch points and driving sales via prospect and client seminar presentation raising \$48MM in assets less than five years. Brought in \$3MM in new assets over 2 weeks winning the Fidelity Fund Sales Award. Managed 3 associates.

- **SENIOR ACCOUNT MANAGER | DECORATIVE FABRICS, MILLIKEN, CHICAGO, IL; HIGH POINT NC | 1988 - 1993**

Sold upholstery fabric to furniture manufacturers and senior retail buyers growing annual sales in Midwest region to \$7.8MM, a 29% increase over 3 years during a down market cycle. Developed merchandising program and POS display sold exclusively at Sears and JC Penny. Major clients included La-Z-Boy, Stratford, Thomasville, Flexsteel, and Montgomery Wards. Won Milliken's most prestigious award, "Pursuit of Excellence" for sales innovation.

- **MANUFACTURING DEPARTMENT MANAGER | HILLSIDE PLANT, MILLIKEN, LAGRANGE, GA | 1986 - 1988**

Within 3 weeks of hiring and before beginning training program appointed carpet production shift manager over 10 associates. Promoted to department production manager responsible for 4 shifts totaling 120 associate. Awarded Hillside Plant Production Manager of the year leading to requested transfer from manufacturing to sales, achieving a personal goal.

- **CO-OP STUDENT/LEADERSHIP PROGRAM | DIXIE PLANT, WEST POINT PEPPERELL, LAGRANGE, GA | 1980 - 1985**

Worked every position in towel manufacturing plant from ground up ultimately managing multiple shifts and departments during managers' absence. Trusted with managing a keystone department the raw materials management department during manager's extended medical leave. Supervised special projects including multiple relocation & installation of manufacturing machinery as well as industrial management time and motion study efficiency assignments.

- **HIGH SCHOOL STUDENT WORKER | MANSOUR'S DEPARTMENT STORE, LAGRANGE, GA | 1977 - 1980**

Summers, Saturdays and after school worker primarily shoe sales and inventory management. Gleaned business instruction, advice and leadership knowledge from family owner with a laser focus on customer oriented sales and service.

EDUCATION

- **B.S. TEXTILE MANAGEMENT & TECHNOLOGY | COLLEGE OF ENGINEERING, AUBURN UNIVERSITY | 1985**
- **B.M. BUSINESS ADMINISTRATION & MARKETING | COLLEGE OF BUSINESS, AUBURN UNIVERSITY | 1985**

SKILLS & ABILITIES

- **CERTIFICATIONS & TRAINING**

Dale Carnegie Effective Speaking, Milliken MOP Management School, Bill Good Marketing, Xerox Social Style Sales Skills, IBM Advanced Closing, Franklin Covey Time Management, Various AMA Management, HR and Accounting Courses, Accredited Asset Manager-CFP, Certified Wealth Strategist, NASD Series 6, 63 and 65, NMLS, GA Insurance Licensed

- **SKILLS**

Microsoft Office Suite Proficient, CRM & Database Specialist, Social Media Marketing, Talent Insight Assessment, DISC Motivators, Jung Personality Testing, Public Speaking, Volunteer Involvement and Leadership

REFERENCES

MARCUS SIMMONS, "Ken has a real knack for understanding and analyzing business issues and offering improvement solutions. He transformed how I manage my business and was an invaluable resource for implementing a CRM system and process for communication with my prospects and clients." SimmDental, (706) 254-7987 marcus@simmdental.com

CLARK BROWN, "Ken builds loyalty with his consistency and dependability. He has a keen attention to detail which enables him to deal with obstacles before they become problems. Ken adds value by delivering on what he promises." Cannon Financial Institute, (706) 353-3346, cbrown@cannonfinancial.com

MARK CROSS, "I have known Ken professionally and personally for 30 years and he never ceases to amaze with what he has and can accomplish." Highland Trust Partners, (706) 850-4965, mark@highlandtrustpartners.com