

JACQUELINE GIAMMARA-STRAIT, MBA

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BUSINESS STRATEGIST | PROCESS EXCELLENCE & CLIENT SUCCESS

- ✓ **A CATALYST FOR BUSINESS GROWTH** who can bring an integrated approach to people, product, and process that consistently outpaces the competition and enables companies of all sizes to win on their terms. An expert in executing large-scale business pivots, bringing high-ROI customer solutions into play and ensuring the success of multimedia initiatives.
- ✓ **BRINGS A SINGULAR ABILITY TO IDENTIFY AND RESOLVE OPERATIONAL FRACTURES** that are impeding forward motion. Recouped millions through targeted restructure, optimized marketing resources, and operational synergies throughout every level of an organization.
- ✓ **A WARM, HIGH-EMPATHY LEADER** with 15 years of experience creating cultures where the best talent can grow and the best ideas consistently rise to the top. An expert team trainer, negotiator, and nurturer of strategic partnerships and alliances.

Cross-Functional Team Leadership • Business Strategy • Growth Initiatives • Advertising • Digital Marketing • Negotiation • Automotive Process Improvement • Change Management • AdTech • CTV • CRM • ERP • MRP • SaaS • SEO • SEM • Pricing & Product Strategy • eCommerce Workflow Optimization • Inventory Management • Training • Website Management • Media Relations • Programmatic • Sales Enablement

PROFESSIONAL EXPERIENCE

FIVE3 CONSULTING
HQ: New York, NY

2024-Present

OWNER/CEO

- Support +15 CEOs struggling with business retention and growth, undefined process, and department implementation.
- 6 internal business and tech transitions have resulted in +240 hours of time saved and +\$200K in YoY growth for clients.
- Provide professional development and branding for +60 people. Optimize resumes and LinkedIn profiles and provide interview and negotiation support. Efforts resulted in 6 career pivots, 3 job offers within 48 hours of work, and dozens of job offers with increases in total compensation.
- +500% advertising and sales ROI with website, social media management, AdTech and copywriting for Five3 Consulting and its clientele; +250 leads, +30 proposals, +30 vendor partnerships and +20 trade shows.

DSD BUSINESS SYSTEMS
HQ: San Diego, CA

2022-2023

CLIENT SUCCESS MANAGER

- Reported directly to CEO of 80-employee SaaS consultancy serving SME clients in the U.S. and E.U. Expanded business to include DSD's first client success department, making DSD one of the first Acumatica partners with a CS division.
- Responsible for reorganization, process implementation, and multithreading among 6 departments; responsible for joint leadership of 9-12 associates and collaboration with 4 C-suite executives. Performed MBRs with +60 clients.
- Accountable for the ongoing retention of +40 legacy clients, +10 acquisitions, and +15 new business implementations.
- Recovered +\$1M in ARR from high-risk clients while supporting +35% increase in clients YoY and <2% renewal churn.

BUSINESS SOLUTION PROVIDERS

HQ: Reno, NV

2021-2022

DIRECTOR, BUSINESS IMPLEMENTATION

- Assisted BSP CEO with start-up launch of Acumatica ERP cloud-based SaaS practice while maintaining national and international client relations for MRPEasy MRP solution. +20 manufacturing and distribution clients.
- Responsibilities Included: recruitment, personnel management, training, marketing, sales, website management, client relations, and group operations for a 4-person team.
- Provided product demos and sales consulting to +30 prospective buyers. Collaborated with sales to achieve 3 legacy client upgrades to ERP and worked with them throughout their implementations. Increased sales by +\$200K YoY.
- Supported the enablement of process automation for clients inside of their sales, eCommerce, operations, inventory management, and accounting departments to achieve efficiency, security, and remote operations.

COX AUTOMOTIVE

West Coast, Midwest - HQ: Atlanta, GA

2017-2021

SENIOR DEALER SUCCESS CONSULTANT, IMPLEMENTATION SPECIALIST

- Provided strategic ROI for AdTech, inventory management, website, CRM, and AI solutions during MBR consultation.
- Exceeded eCommerce sales targets by 111%, surpassed AdTech sales goal by 1,449% at peak, <2% renewal churn.
- During March'20 COVID-19 shelter-in-place account hibernations, implemented eCommerce digital retailing tech on +20 dealer websites and retained +\$55K in MRR.
- Consultant of the Month: Aug'20, Nov'20, Feb'21, March'21, and April'21; 8 new accounts in 4 months and +\$24K new MRR in 6 months.

QUINCY MEDIA

Fort Wayne, IN

Jan-Oct 2017

LOCAL ADVERTISING MANAGER, WPTA-TV

- Maximized ROI for an 8-person, \$6M local/regional media advertising group.
- Secured \$346K in new business in 10 months, across WTPA's T.V. and AdTech platforms.
- Streamlined accounts receivable operations; recouped +\$800K in past-due revenue in 5 months.
- Multithreaded efficiently among 4 departments to ensure timely delivery of content, media delivery, and billing for client-direct and agency managed accounts.

COXREPS

Detroit, MI - New York, NY

2010-2016

NATIONAL ADVERTISING ACCOUNT EXECUTIVE, DIGITAL SPECIALIST

MEDIA SALES COORDINATOR

- Negotiated more than \$3M in agency-managed national ad campaigns for T.V. stations in +30 Designated Market Areas and increased share-of-market by up to 90% YoY.
- Provided leadership for 1-2 sales coordinators while overseeing daily operations and performance (2012-2016)
- Spearheaded the launch of *Gamut*- a new AdTech division of Cox- in Detroit. Championed CRM framework for the new initiative, which included CTV inventory management and programmatic buying and retargeting.
- Efforts resulted in the first automotive buy for *Gamut*, generating +\$20K in revenue.

AI, TECH & MEDIA

Xylo | Autotrader | Kelley Blue Book | Vin Solutions | Dealer.com | VAuto | Stockwave | Xtime | Manheim | Dealertrack
HubSpot | Salesforce | Acumatica | MRPEasy | Google Ad Words | Power BI | Microsoft | Zoom | NBC | ABC | CBS | FOX
Trade Desk | OA Mobile | Monday | QuickBooks | LinkedIn [Content/Ads] | Facebook [Content/Ads] | X | Instagram
GoDaddy | Squarespace | Big Commerce | Woo Commerce | Shopify | Oracle NetSuite | Medialine | Slack | Canva | Formata

WRITING & RESEARCH

- "Forward Falcons: The History of Women's Athletics at Bowling Green State University 1914-1982", contributing researcher (2010)
- WBGU-TV/PBS, Reporter, wrote story copy for TV (2008-09)
- WLIO-TV/NBC, Intern, wrote story copy for TV and online publications (2007)
- BG News, Reporter, print sportswriter (2006)

EDUCATION

MASTER OF BUSINESS ADMINISTRATION

Wayne State University, *Mike Ilitch School of Business*

Dual Specialization: Management, Supply Chain Management

BACHELOR OF SCIENCE

Bowling Green State University

Major: Journalism, Minor: Marketing

AFFILIATIONS

Advance Women, *NYC Volunteer*

Association for Supply Chain Management, *West Coast Board Member*

Junior Achievement, *Guest Speaker*

Marketing Club of New York

Tech Bae

The Media Dinner Club, *NYC Chapter Member*

Women of Customer Success, *NYC Chapter Member*

Women with Drive