**JOHN DAVID “JD” WOODS, CSSBB**

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**An executive committed to driving amazing customer experienced through the application of technology, team building, and operational excellence.**

LEADERSHIP | DIGITAL AND TRADITIONAL MARKETING AND PR | PROCESS INTEGRATION | TECHNOLOGY AND PRODUCT DEVELOPMENT | CRM INTEGRATION | CUSTOMER EXPERIENCE | MERGERS AND ACQUISITIONS | IN-HOME SALES | MARKETING AUTOMATION | SALES MANAGEMENT AND COMPENSATION

**Integre Holdings**, Hazlet, NJ. **Apr 2022 – Present**

**Chief Operating Officer**

Provide senior level leadership for a holding company focused on the construction contracting sector. Create a culture of excellence, where portfolio companies thrive through collaboration, integrity, and a shared commitment to continuous improvement.

* Act as General Manager for two portfolio companies, one B2B and one B2C, in the construction contracting sector.
* Implemented HubSpot SalesHub & MarketingHub to two businesses, creating roll-up sales and revenue forecasts, project status and receivables overview, and enhancing customer experience through self-service sales and consulting scheduling.
* Rebranded two organizations with new or updated websites, lookbooks, service definitions, marketing materials, advertising channels and markets.
* Organized, trained, and supported two sales teams consisting of inside and outside representatives, created new sales support materials, and delivery platforms.
* Established a culture of continuous improvement and accountability through tighter role specialization, and the introduction of goal-driven departmental metrics.
* P&L accountability for assigned portfolio companies.
* Analyze portfolio businesses and set growth and profitability goals and strategies.
* Drive operational efficiency, overseeing manufacturing, supply chain, and quality assurance processes to ensure seamless product delivery.
* Collaborate closely with the executive team to develop and implement strategies that lead the company forward in the competitive construction market.
* Deploy lean and agile methodologies to identify and capitalize on opportunities.
* Identify and assess potential acquisition targets.
* Plan and facilitate monthly portfolio company operations reviews, and quarterly portfolio company performance meetings.
* Build value for ALL Stakeholders - clients, owners, and employees.

**RxS LLC**, Manalapan, NJ **August 2021 to April 2022**

**Vice President, Commercial Operations**

Responsible for driving improvement of all aspects in the client experience ecosystem for a provider of healthcare technologies and services that support multi-channel sales & marketing operations.

* Responsible for all areas within commercial and sales operations, to include, data analytics and insights, forecasting, market research, sales and marketing operations, field reporting and incentive compensation, sales training, meeting planning and commercial data management and engagement for all client therapeutic areas.
* Led the Commercial Operations function with responsibility for establishing and maintaining the analytical and operational infrastructure to support and maximize sales performance.

**Thibaut Design**, Newark, NJ **April 2018 to June 2021**

**Vice President, Commercial Operations**

Responsible for improving processes and employee experiences overseeing purchasing, customer service, warehousing, quality, infrastructure, and eCommerce technology for the nation’s oldest continuously operating wallpaper & print fabric company.

* Accountable for productivity, quality, process control and P&L. Prepare and present board materials, and business results. Introduced international order consolidation, customer service call review, and quality reporting.
* Collaborated with the CEO and the executive leadership team to set a strategic vision for Commercial Operations as a critical business partner for in-line business, launch products, and business development opportunities; ensure team structure and talent are designed for both the existing and future business opportunities.
* Organized and coached internal teams to design build-out and relocation to a new distribution center in Charlotte, NC - improving service levels by 70% and reducing costs 20%.
* Sourced and managed external team of real estate and logistics consultants to produce commuter analysis and site surveys, test fits, and site selection design and build-out of new corporate headquarters and showroom in Union, NJ.
* Drove performance through teams by defining and cascading of strategic sales targets and performance program(s), and by establishing performance metrics, control mechanisms, and supporting systems.
* Monitored for, identified, and acted on opportunities to optimize performance against operational key performance indicators (KPIs) and efficiency.
* Drove the data strategy that enables advanced business analytics for monitoring performance and predicting next best action.
* Strategically linked business needs and opportunities to develop strategies to close gaps, improve processes, and sustain results.
* Drive operational excellence initiatives across the Commercial function; act as project lead for function-wide initiatives.
* Sourced and implemented soft phone/call center management system (Five9).
* Introduced and drove a quarterly supplier review program.

**Dotcom Distribution**, Edison, NJ **July 2014 to March 2018**

**Chief Revenue Officer**

Responsible for designing and implementing the ideal experience for buyers and clients. Resource for business media and trained media spokesperson.

* Accountable for all client facing operations: sales, marketing, program and project management, fulfillment, wholesale and retail routing and distribution, warehousing, and transportation.
* Created an integrated sales and marketing program by conducting analysis of competitive offerings and pricing and brand positioning, marketing, and public relations strategy.
* Sourced systems, recruited, hired, and trained marketing coordinators and sales professionals. Created client personas and role-based messaging and adjusted overall placement and messaging strategy to reach “emerging” eCommerce brands.
* First year program brought in new revenue equal to 17% of the prior year, the second year 25% and third year 18% with a total contract value for that period more than 3.5 times original base revenue.
* Oversaw the generation of content marketing program consisting of custom landing pages and drip e-mail campaigns for each piece of content (white papers, tip sheets, surveys, and blog posts).
* Oversaw the product lifecycle, product portfolio composition, and improving product development processes using KPIs to determine success criteria.Developed strategies and goals for all channels of distribution to drive customer penetration and top line sales.
* Sourced and presented market research to continuously innovate and develop on-trend products/services.
* Oversaw category management and partners with supply chain and finance.
* Led a team of 4 to develop and execute all in-house collateral creation, graphic production, and fulfillment services.
* Coordinated the presence and events at trade shows and markets.
* Ensured appropriate placements in relevant publications, blogs, and other meaningful communication channels.

**OTHER RELEVANT EXPERIENCE**

* **Chief Operating Officer,** MediMedia Health, Carlstadt, NJ & Yardley, PA
* **SVP Operations and Technology,** Knipper Healthcare Marketing, Lakewood, NJ,
* **Director of Operations,** Dendrite Interactive Marketing, Totowa, NJ
* **Manager, Critical Parts Logistics,** US Maritime Administration (Contractor), Arlington, VA
* **Coordinator, Service Logistics,** Circuit City Stores, Richmond, Va

**EDUCATION AND TRAINING**

**BA, English and Journalism**

**Montclair State College**, Montclair, NJ

**MARRO Executive Coaching,** Woodlands, TX

Over one year of monthly sales management training and weekly support focused on Sales Forecasting, Productivity Measurement, Field Coaching, Call Planning, Communication Styles and Value-Added Selling.

**CERTIFICATIONS**

* Scrum Study -Scrum Master Certified (SCM) & Scrum Product Owner Certified (SPOC)
* Aveta Business Institute-Lean Six Sigma Black Belt
* American Society of Transportation and Logistics, Awarded certification (CTL)
* GS1 U-Connect Conference (eBusiness Standards and Communications track)