**John David “JD” Woods, CCSB**

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**Objective:** Results-driven Chief Revenue Officer with over 20 years of experience in driving revenue growth, optimizing sales strategies, and enhancing customer relationships. Proven track record of leading high-performing teams and developing innovative solutions to maximize profitability. Seeking to leverage my expertise to contribute to the financial success of a dynamic organization.

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

**Chief Operating Officer**

Provide strategic direction for a portfolio of businesses in the construction contracting sector. Enact programs to acquire new markets, transition to recurring revenue models, create adaptive pricing strategies, generate line expansions, deploy customer-engaging technology, leverage operational technology (driven by AI and AR) and extend brand reach.

* Strategic owner of a portfolio of B2B/B2C companies in the construction contracting sector.
* Analyze portfolio businesses and set growth and profitability goals and strategies.
* Lead the development and execution of corporate strategies, resulting in a 20% increase in market share over three years.
* Recruited sales leadership, organized, established training expectations, and supported multiple sales teams consisting of inside and outside representatives.
* Spearhead business initiatives generating a 40% increase in revenue over 2 years.
* Collaborated with executive team to align strategic goals with operational plans, improving overall efficiency by 15%.
* Directed market research and competitive analysis to inform strategic go-to-market decisions and identify growth opportunities.
* Created organizational structure, compensation strategy, and operational objectives for portfolio company management teams improving customer review scores by 20%, customer lifetime value by 10%, and referral business.
* Rebranded two organizations to better align with market expectations with new or updated websites, lookbooks, service definitions, marketing collateral, advertising channels and markets. Developed relationships with local radio and social media influencers.
* Established a culture of continuous improvement and accountability through tighter role specialization, and the introduction of goal-driven departmental metrics.
* Collaborate closely with the executive team to develop and implement strategies that lead the company forward in a competitive construction market.
* 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.

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

**Vice President**

Hired by private equity to examine commercial operations strategy and realign customer experience with market expectations for the nation’s oldest continuously operating wallpaper & print fabric company. Coordinated the management team implementing a new ERP system, transferring sample production and distribution operations to North Carolina, and coordinating an office and corporate showroom relocation, during a pandemic.

* Collaborated with the CEO and executive leadership team to set a strategic vision for commercial operations delivering the brand promise for the on-line business, new product launches, sampling, and business development opportunities.
* Organized and coached cross-functional teams responsible for selecting locations, design, build-out, and relocation to a new distribution center in Charlotte, NC - improving service levels by 70% and reducing costs 20%.
* Sponsored and facilitated a team of internal stake holders, real estate, and logistics consultants to analyze commuter analysis and site surveys, test fits, site selection, site design and build-out of new corporate headquarters and showroom in Union, NJ improving brand perception and the overall value of the enterprise for the next acquisition.
* Coached Directors of Infrastructure and Customer Care through sourcing and implementation of a soft phone/call center management system (Five9) including the deployment virtual (AI) agents to help resolve simple customer issues and personalize call routing.
* Ensured team structure and talent were aligned with existing and future business opportunities. Generated value for stakeholders by concentrating on intellectual property, unique technologies, and sustainable growth.
* Sponsored a successful cross-functional team of operations, sales, marketing, carrier and forwarding resources to expand the brand in international markets.
* Successfully coached the senior members of the internal and external technical teams through the turn-around of a failed ERP implementation, replacing an obsolete internal system with a platform capable of supporting e-commerce, business and customer analytics, and customer experience initiatives.

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

**Chief Revenue Officer**

Responsible for designing and implementing the ideal experience for buyers and clients for a provider of distribution and logistics services for emerging luxury brands. Resource for business media and trained media spokesperson. Accountable for all revenue generating activities: sales, marketing, program and project management.

* Developed and implemented strategic plans to drive revenue growth and market expansion. First year program brought in new revenue growth of 17% year-on-year, second year 25% and third year 18%, with a total contract value for that period more than 3.5 times original base revenue.
* Defined 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 and sales professionals. Developed compensation plans, incentives and success metrics.
* Facilitated creation of client personas and role-based messaging and adjusted overall placement and messaging strategy to reach “emerging” eCommerce brands.
* 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) – monthly audience growth exceeded 20% month over month for three years.
* Ensured appropriate placements in relevant publications, blogs, and other meaningful communication channels.
* Managed multiple agencies and all in-house resources creating collateral, graphic production, and fulfillment services.
* Negotiated strategic partnerships and alliances with key industry players, carriers, international distributors, and regional partners, to strengthen the company's market position and enhance its competitive advantage.
* Managed corporate communications, prepared board materials, presentations, graphics, and collateral.
* Led cross-functional teams in the execution of strategic projects, including technology selection and deployment, reporting and data access, and business intelligence, ensuring alignment with organizational goals and objectives.

**Knipper Health/MediMedia Health,** Lakewood, NJ & Yardley, PA **December 2005 to July 2014**

**SVP Strategic Accounts/Chief Operating Officer**

Provided strategic and operational direction to an organization delivering innovative, evidence-based marketing programs featuring patient co-pay cards, coupons and vouchers, consumer marketing, patient outcome, and clinical study programs, sampling and analytics. Supported sales team through program design, proposal review, and solution partner sourcing and management. While SVP of Strategic Accounts, managed a sales and service team of 21.

* Oversaw sourcing and implementation of sales training programs which improved year over year sales for assigned reps by 20%.
* Personally managed relationships, full sales cycle, growth and penetration plans, with budget accountability for strategic accounts, e.g., BMS, Forest Labs, Stiefel Labs, and Otsuka.
* Ultimately responsible for all areas within commercial and service operations, including, data analytics and insights, forecasting, market research, sales and marketing operations, field reporting and incentive compensation, sales training, commercial data management and engagement for all client therapeutic areas.
* Worked with peers on the executive management team to analyze and develop metrics for all lines of business.
* Supported sales team through program design, proposal review, and solution partner sourcing and management.
* Provided acquisition analysis for purchase of two businesses, oversaw system and operational integration.
* Introduced Agile development methodologies, organized and conducted Scrum Master, Product Owner, and User Story training session to facilitate the delivery of a data warehouse providing key internal and client reporting metrics and information -on time and on budget.
* Initiated and played a pivotal role in the analysis of the business concluding that physical distribution operations would generate more value as a separate entity. Sourced appropriate scale systems for both business units and created enterprise architecture for remaining savings business.
* Created Capex, Operating, and Transition Services Budgets two post-acquisition entities, authored marketing materials and located potential buyers for the sampling business. Sourced and worked with potential buyers to design and budget a successful integration path. Serve as senior executive on sampling business transition tea[m.](https://www.linkedin.com/in/johndavidwoods/add-edit/POSITION/?profileFormEntryPoint=PROFILE_SECTION&entityUrn=urn%3Ali%3Afsd_profilePosition%3A%28ACoAAAEu228B59Zl73tmcn-iApNOWeTRWkL7bF0%2C810393261%29&trackingId=LRV39EftSyeFxTqLKNR4YQ%3D%3D&desktopBackground=PROFILE_DETAIL_SCREEN)

**EDUCATION AND TRAINING**

**BA, English and Journalism**

**Montclair State College**, Montclair, NJ

**MARRO Executive Coaching,** Woodlands, TX

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

**SKILLS:**

* Revenue Growth Strategy
* Sales Leadership
* Marketing Strategy
* Business Development
* Customer Relationship Management
* Market Analysis
* Pricing Strategy
* Contract Negotiation
* Team Leadership and Development
* Data-Driven Decision Making