



ERIKA L. FEINBERG

TECHIE, WORKFLOW, ARTICULATIONS & TRAINING NINJA,

Solutions-Oriented Service & Growth Strategies
Turnaround & Launch Specialist (Always Loved Market Leaders!)
Care Outcomes & Communications Specialist

Keen ability to reap best results from given assets; negotiations, events, partnerships, communications, staff mindset and professional development programs.

Designs and delivers on strategic partnerships, channels, marketing trainings, operations trainings and deliberate community education programs; curriculum design and delivery.

...and ignites brilliant collaboration and productivity around mission/vision.

Expertise runs deep and wide through all media, functions, and many industries.



Favorite Activities: Public speaking with purpose & Mastermind Training exec and professional teams

1. Energizer Bunny work ethic who delivers on details as well as she performs on stage.
2. Highly skilled (and fast) decision maker for results strategies, setting priorities and KPIs for P&L, leveraging technology to stay optimally organized, and bringing the best out in people.
3. Reads her surroundings and identifies opportunities that no one else can see.
4. Self-sufficient leader who is also compliant at delivering on what's demanded of her.
5. Inspires well-oiled teamwork and yields the best possible results out of existing resources.

I hope to be a dream come true for your efforts, and to help contribute to improving your experience here, as well as the engagement and success for all of our stakeholders!
...and to excite the way this market is served!

All my best,

Erika Feinberg

Master's in Human Dynamics, 2018

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ERIKA L. FEINBERG

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Super Hero Powers: Strategist, leader and detail-oriented do-er. Attaining the best results from existing resources, identifying and managing KPIs, exciting mindsets, connecting the dots, crafting programs and win-win models/establishing strategic partnerships, and transforming costs into profits:

www.MastermindCulture.com

Expert Level Technical Skills: Types 85 WPM, Microsoft Suite, Adobe Suite, major CRMs, eMail marketing systems, Marketo, Hubspot, Infusionsoft, analytics, AV Systems, event planning systems, LMS, CMS, Dokeos, Blackboard, NoteBowl, ISD, HCD, QuickBooks, Peachtree, JDE, HIPAA Compliance, eCommerce T.P., I.T., social media platforms, presentation and curriculum development. Also have call center, accounting, and logistics/shipping system software experience.

EDUCATION

Western International University – Master’s in Human Dynamics (Cross-Cultural Communications, Technologies/Channels, Decision-Making and Transformational Leadership Strategies) 2018

Boston University – B.S. Mass Communications, Marketing & Advanced Studies in Business, 1987

College Class President, Dean’s List

Saint Luke’s Private School, High Honors, High School Salutatorian

Numerous ongoing advanced executive trainings in sales, marketing, negotiations, finance, logistics, technology infrastructure, ISD and LMS systems, public speaking (Toastmasters), DON CEU approval, data automation, eCommerce and operations.

PROFESSIONAL EXPERIENCE AND ACCOMPLISHMENTS:

ApexOutcomes, LLC – Phoenix, Arizona: **Management Consultant** July 2014-Present

Marketing & Development Specialist, Public Speaker, Trainer, Author.

Created ApexOutcomes to serve ActiveForever post acquisition and serving a variety of clients.

Helping establish most effective business growth strategies for turnarounds or invigorations.

Crafting multi-channel articulations/sales presentations, creating tools and workshop curriculum, negotiating pricing/agreements, teaching interactive workshops, and public speaking.

P.S. Appointed as **Entrepreneur in Residence for ASU**; serving all schools/disciplines, and all levels of degrees.

ActiveForever, Inc. – Scottsdale, Arizona: **CEO (CMO, CFO, HR, Partnerships, COO)** Aug 2004 – July 2014

Tiny ‘mom and pop’ became one of the highest-ranked ecommerce businesses in the country with retail showrooms, medical education materials, programs and services, print product catalogs, 3PL distribution services, call center, and sales/marketing/creative agency services; with multiple locations.

The company was run like a living M.B.A., broke KPI records, awarded and is used as a case study.

Full-service sales and lead generation marketing services agency that performed market planning and product launches for innovative medical equipment and device manufacturers.

Designed and delivered on programs involving strategic partnerships with drug companies, surgical parts companies, medical and travel content distributors, hotels/travel, planned communities, self-insured employers, and healthy lifestyle companies. Multi-year programs helped generate billions in sales for partners.

Oh, and its warehouse became a highly efficient 3PL before FBA even existed!

The company became the most respected multi-channel sources of B2C, B2B2C and B2B equipment, supplies and device innovations for the medical, beauty, retirement, corporate and travel markets.

Feinberg led the establishment of:

- ✓ The entire growth, multi-channel articulations, training, service and logistics strategies.
- ✓ All processes, operations, negotiations, and KPI definition/management.
- ✓ Topography and I.T. infrastructure (specifications development and project management)
- ✓ A new win-win industry partnership model to its supply chain; landing over 850 suppliers.
- ✓ All marketing and partnership events, full lifecycle, including outcomes.
- ✓ A B2B and B2C (loyal) customer database of over 1 million B2B and B2C customers.
- ✓ A double-opt in email list of just under ½ million loyal and responsive recipients.
- ✓ The company generated over \$90 million in revenues, quite efficiently, through 2014 as a direct effect of Feinberg's efforts, with only 1 outbound sales person; most sales were inbound and referral.
- ✓ The website, and overall web presence, including its social media, has changed notably under the new ownership, yet under Feinberg's leadership, the eCommerce website, and social media presence, was one of the top naturally ranked in the country despite a very crowded marketplace, and also served an average of 750,000+ visitors/month. (Defined and overachieved all KPI's)
- ✓ Successfully completed a real estate sale, and 100% stock sale of the company within 6 weeks.

eStreetSearch/eStreet Capital purchased Incite— Tempe, Arizona: CEO January 1999 – July 2004

Top-Producing Retained Executive Search Professional in Software & Media Industry since 1990

Incite Partners – Scottsdale, Arizona: Founder, **Managing Partner** 1999 – 2000 (Acquired by eStreet)

- ✓ Served a variety of top-brand technology companies in the industry such as Oracle Corporation, Turner/Time Warner, BroadVision, Juniper Networks, venture capital and private equity firms.
- ✓ Helped perform **Market Research as well as Retained Executive Search services**; identifying executives and building executive teams for new business units, or replacements/improvements.
- ✓ Worked on retainer, serving investors, boards of directors and “C” level executives, and had to work fast; to build new business units or repair failing ones to positively affect shareholder value.
- ✓ Successfully negotiated, structured and completed a total acquisition of Incite Partners to one of the venture capital companies it was serving (eStreet Capital), within a 2-month time frame.
- ✓ Retained to work inside the venture capital fund post acquisition and appointed to board of directors.

Pearson Partners Division of Pearson & Associates – Scottsdale, Arizona:

Retained Executive Search Specialist (Retained Executive Level Search Division) 1990 – 1999

- ✓ Consistently broke company-wide production records and achieved retained search billings that were hundreds of thousands of dollars above anyone else in the firm, with consistency, all 9 years!

Logix, Inc. – Waltham, Massachusetts: 2 years as a Corporate **Market Research Associate** 1987-1989

PHILANTHROPIC AND ENTREPRENEURIAL ACTIVITIES:

Misc: **eMarketing Inc.** Scottsdale, AZ: **Investor and Co-Founder** 1999-2001

- ✓ Helped plan, launch and position eMarketing to turn a profit within three months; serving brands such as Kraft, Marriott, Quaker Oats, Georgia Pacific, Forever Living Companies, and Conagra.
- ✓ The company, very uniquely, helped large organizations leverage the internet to do business with one another more effectively, as well as leveraged the internet to generate (often new) revenue.
- ✓ The business was one of the original “Digital Agencies”, grew over 3,000%, and completed a successful sale to the nation’s largest privately held promotions company within two years.

Misc: **Social Venture Partners Arizona** Phoenix, AZ: **Investor, Co-Founder, Board Member** January 2000

A venture philanthropy organization funding and advising non-profits serving children and education.

- ✓ Helped attract 120 high profile investors who all invest cash and time/expertise into investees.
- ✓ Helped build a very impressive and effective board of directors, as well as sub committees that paired investees’ desires and expertise with the diverse needs of the investees.
- ✓ Served on the Board of Directors, also served on the board of our investees.
- ✓ The organization’s venture philanthropy model is now duplicated and practiced throughout the U.S. and worldwide. The model is also endorsed and used by McKinsey and Company.

Misc: **Mentor and Teacher for Rising Tycoons** Scottsdale, AZ: This is a teen and millennial leadership, business and financial literacy development program that serves private and charter schools, community colleges and universities.

Misc: **Mentor and Interactive Workshop Leader for BossBabes:** Teaching and inspiring high-achieving millennial business women.

AWARDS AND RECOGNITION:

Authoring a keynote story in the book, *Purpose, Passion & Profits* for a #1 top selling publisher.

Launching 2018 Q3.

Won 40 under 40 from the Phoenix Business Journal.

Acquired by eStreet Capital and appointed to the company’s board of directors.

Athena Nominee 2002.

ActiveForever was incorporated into Kauffman Foundation’s FastTrac Entrepreneurship Education curriculum as “Company Done Right” case study.

Recognized by SCORE and AMEX as the success story of the year and Keynoted annual conference.

Brought into UPS to speak to all national departmental directors about customer service and strategies.

Personal Interests

Philanthropy, writing, reading biographies, symphony/opera, investing/advising, learning new technologies, national and worldwide travel, staying healthy and fit, skiing, mountain biking, business and leadership techniques, arts, opera, symphony, driving fast cars and classic cars, enjoying my amazing IT/MBA/eCommerce rock star of a husband who also renovates cars from the frame-up, spending time with two profoundly impressive and amusing children now at Barrett/ASU finance and graphic design/programming.
