



ERIKA FEINBERG

OPERATIONS, MARKETING, TRAINING
TO OPTIMIZE OUTCOMES

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- ^ Specializes in non-cliché copy-writing that moves the needle; both technical and marketing copy.
- ^ Thoroughly enjoys designing multi-channel operations and marketing strategies that consistently grow companies into multi-million-dollar market-leaders!
- ^ Loves crafting win-win partnerships and strategic growth programs (and making them happen)!
- ^ Very technically astute in digital marketing, CRM, CMS, opt-in and sales funnel development, WordPress, LMS, eLearning, ID, all the major email marketing and SEO...for audience engagement.
- ^ Types 85 WPM, manages emailings, websites, and creates results at the speed of light.
- ^ Hopelessly devoted to causing (purpose-centric) harmony, productivity, stimulation and results.



^ Techie who enjoys tying all processes, people & ecosystems together.

- ^ A fan of creating compilation books for fueling marketing impact, and ghostwriting.
- ^ B.S. Communications and M.A. Human Dynamics 4.0 GPA



EXPERIENCE

JULY 2014 – PRESENT

MULTI-CHANNEL MARKETING, OPS SPECIALIST & CORPORATE TRAINER

APEXOUTCOMES

Marketing & Development Specialist, Public Speaker, Trainer, #1 Top Selling 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.

AUGUST 2004 – JULY 2014

CEO, (ACTING CMO, CSO, HR, CFO, COO)

ACTIVEFOREVER MEDICAL EQUIPMENT & DEVICE INNOVATIONS

✓ 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. Managed over 9,000 events and transactions per month. Generated over \$94 million in revenues and successfully sold the company and all the commercial real estate in July 2014.

JANUARY 1999 – JULY 2004

RETAINED EXECUTIVE SEARCH SPECIALIST, MANAGING PARTNER, BOARD MEMBER

ESTREET SEARCH/ESTREET CAPITAL

✓ Top-Producing Retained Executive Search Professional in Software & Media Industry since 1990. Served executives, boards of directors and investors for companies such as Oracle Corporation, Juniper Networks, BroadVision, Turner Broadcasting, Harrah's Entertainment. Top-producing employee 9 years in a row with Pearson Partners, broke off on my own, and my company was purchased by eStreet Capital in just over one year.

EDUCATION

NOVEMBER 2018

MASTER'S IN HUMAN DYNAMICS, WESTERN INTERNATIONAL UNIVERSITY

4.0 GPA (Asked to speak at commencement to represent student body & teachers' pet)

JUNE 1987

BACHELOR'S IN COMMUNICATIONS & BUSINESS, BOSTON UNIVERSITY

3.7 GPA Freshman student class President

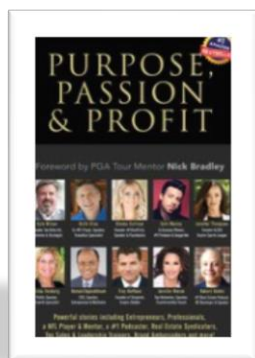
SKILLS

- ✓ Won Phoenix Business Journal 40 Under 40
- ✓ Won Success Story of the Year (SCORE & AMEX)
- ✓ Appointed Entrepreneur in Residence-ASU
- ✓ ActiveForever became a business case study
- ✓ Recognized market leader-Internet Retailer
- ✓ Recognized innovator by Med-Trade

ACTIVITIES

VERY physically active and lover of good old-fashioned reading, addicted to Impact Theory, and supporter of the arts and purpose-based learning/modern models of education.

Freedom to travel and work around-the-clock.



#1 Top-Selling Author (in 28 categories. Launched July 10, 2018)

Investor and Co-Founder

eMarketing Inc - Scottsdale, AZ

1999 to 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.

Investor, Co-Founder, Board Member

Social Venture Partners Arizona - Phoenix, AZ

January 2000 to January 2010

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.