

ERIKA FEINBERG



Multi-Channel Marketer, Writer, Editor
Public Speaker, Operator,
Trainer, OD, Mentor

Oh, and top-selling author: <http://bit.ly/PurposePassionProfitTopSeller>

Hello Team!

In light of this pandemic, organizations in the public and private sectors are going to be in need of the best organizational transformation consulting services they can find. Many of them will be sitting on massive chaos, financial losses, drained budgets, and not have much time to recover, let alone the mindsets and skill sets to recover better than ever.

Nothing lights me on fire more than to positively influence lives and collaborate with people to drive vital missions.

Over the years, I've helped create four notable success stories and implemented leadership and OD strategies that have been leveraged by McKinsey and Company, UPS, FedEx and the like. I went back to school to attain my master's degree in Human Dynamics (4.0 top of class) to help put a science behind it.

The timing, nature and impact-potential of driving innovative approaches and organizational change has my heart pounding. I'm interested in pouring myself into helping you all over-achieve your vision and goals (KPIs)...and to be performing in an environment of continuous learning.

Warmest, Erika

<https://www.Linkedin.com/in/erikafeinberg>

All my best, Erika

[Click Here To Ask Questions](#)





EXECUTIVE SUMMARY

Diverse Leader with deep skill sets in: Systems & Service Training, HR & People Operations, Curriculum Dev/OD Writing, Marketing, Innovation, Mindset Development, Group Dynamics and Corporate Psychology

CONTACT

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WEBSITE:

www.ApexOutcomes.com
<http://bit.ly/PurposePassionProfitTopSeller>

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HOBBIES

Youth mentor
Major supporter of arts
Major supporter entrepreneurship
Avid athlete
Travel, reading, public speaking
Guest mastermind leader

AWARDS/RECOGNITION

40 Under 40 Phoenix Business Journal
Board Member eStreet Capital
Athena finalist 2002
Kauffman Foundation Case Study
Guest ASU MBA Instructor
ASU Entrepreneur in Residence 2015
SCORE and AMEX Success Story
UPS Division Leader Guest Speaker

EDUCATION

Western International University

Master's in Human Dynamics 2018, GPA 4.0
Graduated top in my class and chosen to speak at commencement

Boston University

Bachelor of Science, Communications and Business 1987, GPA 3.7
Class President

Numerous ongoing advanced executive trainings in sales, marketing, negotiations, finance, logistics, technology infrastructure, public speaking (Toastmasters), data automation, family and corporate psychology, hypnosis, ISD, LMS, eCommerce and operations CPR, Emergency Response.
Teaching professional development courses, CE, CME and CEU.

WORK EXPERIENCE

ApexOutcomes, Managing Partner and Fractional Executive Leader

July 2014 to Present
Brought in by investors to turn established multi-channel services and SaaS businesses around and/or drive profitability and growth.
Thought leader and influencer in OD, training, content that converts, reputation management, niche marketing, service-excellence strategies.
Writing, editing, mentoring, public speaking.

ActiveForever Medical Device Solutions, CEO/CMO/HR/CFO

August 2004 to 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/creative agency services.
✓ Grew to generating over \$94 million and successfully sold company
✓ Website served over 750,000 visitors/month and broke all KPI records
✓ Sourced and grew over 850 manufacturers and strategic partners
✓ Company transformed into marketing agency and 3pl due to efficiencies and mastery of full cycle logistics, marketing and sales
✓ B2C and B2B customers consisting of travel industry, hospitality, healthcare systems, government agencies, self-insured corporations, professional sports teams, Hollywood productions, OSHA and more

eStreet Search/eStreet Capital, Retained Executive Recruiter, CEO

Retained Executive Search in Software Technology from 1990 to 2004
#1 Top-producing retained executive search consultant for Pearson Partners as an employee for all 9 years. Then broke off on my own and my recruiting firm was purchased by one of the venture capital companies we served.
✓ Served companies such as Menlo Ventures, Silver Lake Partners, Oracle Corporation, JDA Software, Broadvision, Turner Broadcasting

TOP SKILLS – EXPERT LEVEL

Public Speaking/Training	████████████████████
Counseling/Mentorship	████████████████████
Public Speaking/Training	████████████████████
I.T., ERP and Workflow	████████████████████
CMS/ISD/Curriculum Dev	████████████████████
Marketing/Writing	████████████████████
KPIs, P&L, HR, OD, OC	████████████████████