

## **Greg Bright**

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512-971-7017 [seo@GTROG.com](mailto:seo@GTROG.com)

### **Sales & Marketing Professional - Business Coach** **Business Development / Integrity / Business Acumen**

Consultative sales professional and business coach offering 24 successful years in exceeding corporate goals with C-level decision makers. Proficient in leading cross-functional projects/teams – from retrofitting existing retail franchises to complete start-up/product launch operations. Skilled in managing dealer franchisees, direct reports, and independent reps. Ability to demonstrate solutions for growing business, relying on the broad experience of consulting diverse business industries.

- Strong Financial & Business Acumen
- Proven Top Sales Performer
- Office Furniture Ergonomics
- Advertising (Print & Online)
- Retail and Distribution
- Author / Speaker / Consultant
- University of Texas Instructor PDC
- Brand Development
- Website Design & Internet Marketing
- Construction and Real Estate
- Metal Fabrication
- GSA Schedule / Federal Government Sales

### **Professional Experience**

**AUTHOR/SPEAKER:** *Get Top Ranking on Google & Other Search Engines* 2008 - Present

**CONCRETE COUNTERTOPS INC, Austin, Texas** 2007 - Present

#### ***VP, Sales and Marketing - Artist - Decorative Concrete Design***

- Doubled first year revenue goals overseeing all sales and business development functions.
- Secured contracts with architects and designers at Fortune 500 companies and upscale residences in Austin, Houston, San Antonio, and Dallas, TX – expanding market to New York, NY.
- Built strong relationships by coordinating all aspects of project management (including bidding, contracting, design consultation, and subcontractor management) with architects and designers.

**KEYNAMICS LLC, Austin, Texas** 2006 - Present

#### ***Marketing Manager - Ergonomic Office Furniture***

- Standardized patented computer peripheral (ergonomic office furniture product) at Fortune 100 corporations utilizing various distribution channels and direct sales model.
- Maximized ROI by managing all aspects of start-up operations launching new brands.
- Secured hundreds of editorial reviews and feature stories including major print publications and TV networks by composing press releases and designing magazine / internet advertising programs.
- Increased ancillary revenue streams by securing complimentary ergonomic product lines.
- Achieved international recognition coordinating all aspects of exhibits at national trade shows.
- Won contracts and bids utilizing the GSA Schedule / Government procurement sales cycle as a registered federal contractor.
- Successfully licensed both product and patent by proving exponential sales growth.

**AT&T, Austin, Texas** 2001 - 2006

#### ***Print & Internet Advertising - Web Design***

- Instrumental in launching pioneering ad product. Persuaded AT&T executives to fund project by pre-selling major advertisers. Created \$10M in new ad revenue and paved the way for national rollout.
- Contracted with executive level decision makers in yellow page directories, Yellowpages.com, Yahoo, direct delivery and internet advertising programs in Austin, Waco, Temple and El Paso, Texas.
- Introduced new internet products including website design, hosting and search engine ad programs.
- Built strong relationships by managing co-op advertising programs for advertisers.
- High sales performer (consistently in top 5% of region) - reaching over 100% of objective every year.

## **ACE HARDWARE, Oak Brook, Illinois 1992 - 2001**

### ***Market Development Manager (1998-2001)***

- Increased new business 120% managing all aspects of market development in 125 counties in Central, South, East and West Texas – Encompassing 234 existing Ace retail markets.
- Sold Ace franchises in open markets through outside investors, competitor conversions, branch locations (existing Ace retailers), and Ace corporate joint ventures.
- Secured capital by writing business plans and preparing loan packages (SBA and conventional).
- Accountable for all aspects of start-up operations including: Opening Projections and Demographics – Five Year Financial Pro Forma – Site Evaluation – Real Estate Negotiations – Governmental Agency and Chambers of Commerce Relations – Ground Breaking – Construction – Store Merchandising and Grand Opening.
- Grew territory by exhibiting at six trade shows per year.
- “Rookie of the Year Award” – Central US Division – 1999.
- Signed 20 new franchises representing over \$15 million in annual purchases.

### ***District Manager / Retail Consultant (Ace Hardware (1992 - 1998)***

- Increased annual revenue from \$6M to \$12.5M managing 50 Ace franchises in South Texas territory.
- Realized annual bonuses ranging from 10-23 percent of salary.
- Prospected and opened 14 new franchises.
- Grew dealer / owner profits through detailed Financial Analysis – Budgeting - Marketing - Advertising Merchandising – Employee Training / HR and Succession Planning.
- Implemented single and multiple store POS and General Ledger computer systems.
- Secured capital for owners by preparing bank loan proposals / SBA packages.
- District Manager of the Year – 1994.

## **CYPRESS ACE HARDWARE (two locations) Houston, Texas 1985 - 1992**

### ***Owner - General Manager***

- Double digit sales increases every year during the Texas oil bust.
- Managed an average of 25 direct reports.
- Successfully marketed and sold businesses.

## **Education & Credentials**

### **Texas A & M University (at Prairie View) 1991**

- BA – Business Marketing
- GPA: 3.7 / 4.0

### **Training**

- Professional Selling Skills (Learning International) 1999
- Paul Meyer – Time Management 1989
- Dale Carnegie – Effective Public Speaking 1988
- Paul Meyer – Personal Leadership 1987
- Toastmasters International (VP Membership – Lake Travis club)

### **Professional Activities**

- Author & Publisher of book on Internet Marketing 2008
- Texas Licensed Real Estate Agent 1997 - Pres.
- Texas Licensed Securities Agent 1992 – 1997
- Board of Directors, Cy-Fair Chamber of Commerce 1988 – 1991

### **Computer Skills - Proficient**

- MS: Excel – Word – Power Point – Registered Microsoft Partner
- Adobe Photoshop – Adobe Dreamweaver – WordPress – QuickBooks
- PC System BIOS Settings – Driver Installation and Hardware Configuration

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