

DERRICK WATTS

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BUSINESS DEVELOPMENT, DIGITAL MARKETING, & OPERATIONS

Entrepreneurial Spirit ✦ Bottom-Line Acumen ✦ Transitional Leadership
Marketing / Sales Ingenuity ✦ Operations Expertise

A visionary development and operations executive experienced in driving startups and managing a multi-hundred-million-dollar P&L with nationwide teams. Innovative and persistent leader of facilitating change in manufacturing and service industries, converting corporate strategy into dynamic, efficient front-line tactics that drive top and bottom lines. Apply financial insights to short- and long-term decisions ranging from acquisitions to use of existing resources. Adept at gaining the trust and allegiance of independent contractors in pursuing non-traditional concepts. An empathetic albeit demanding leader effectively building the commitment of peers and subordinates to achieve beyond expectations.

CORE COMPETENCIES

Product Development	Digital / Website Marketing	Sales Relationships
Team Building & Direction	Budgeting / Fiscal Governance	Change Initiation & Guidance
Teaching, Coaching, & Mentoring	Continuous Process Improvement	Written & Verbal Communication
Turnarounds / Restructuring / M&A	Strategic Planning / Tactical Execution	Franchise Development & Growth

PROFESSIONAL EXPERIENCE

Easy Agent PRO | Overland Park, KS

2018 - Present

A SAAS digital marketing platform providing independent organizations in the real estate, insurance, and other industries with website development, lead generation, and marketing support services.

Partner & Chief Operations Officer

Responsible for directing daily operations, including sales planning and execution, marketing, internal operations, and service delivery. Currently transitioning to semi-absentee ownership status.

- **25% increase with new product.** Researched, designed, and launched a new product in a new market that brought a diversified approach to revenue acquisition over the last 18 months. (Easyinsurancepro.com)
- **35% Demo increase.** Designed a new prospecting strategy workflow through combining two disparate CRMs and developing an algorithm to detect interest level priority with lead prospects.
- **66% reduction in customer cancels (churn).** Developed two workflows to increase touch and product success with new and existing customers. Formalized onboarding procedures and created a content learning library for existing customers. The result has bolstered company monthly revenue retention.
- **14% increase with website traffic.** Implemented a new strategy to double company marketing content by using blogs for video scripts and video scripts for new SEO content. Expanded company PDFs for educational use and using lead magnets. Through coordination of themes with blogs, videos, webinars and social media posts, website visitors have steadily increased, and the bounce rate has decreased. (Easyagentpro.com)
- **10% increase in up-sell revenue.** Created a services enhancement area for existing customers to strengthen their platform through additive services. These upgrades are focused on organic lead capture, onsite SEO, and paid advertising. The result has provided in-house solutions for customers who need more from their existing digital marketing platform.
- **12% increase in our corporate accounts platform by expanding it.** Moreover, won the bidding process for two nationwide corporate accounts to develop multiple websites for industries that are beyond the core industries serviced by Easy Agent PRO. These corporate relationships come with consultation and content elements and are expected to last for multiple years.

ExamOne (A Quest Diagnostics subsidiary) | Lenexa, KS

1999 - 2018

*Provides insurance industry with laboratory testing, paramedical exams, and electronic data collection for insurance tests.***Director, Insurer and Employer Operations**

Coordinated day-to-day business operations and activities of 5,000 independent data collectors. Supervised 310 U.S. and Canadian employees, including the field operations team.

- **Increased corporate office Operating Margin by 12%.** Spearheaded the start-up and function in volume producing markets resulting in 80 corporate offices exceeding the average of budgeted profitability.
- **10 consecutive years of profitability and service growth.** Recruited, negotiated, and supported 150 franchise agreements with employee-coach team for relationship and market growth of business owners to secure nationwide coverage in all zip codes.
- **North America Expansion with Canada ExamOne.** Acquired a small collection company in Canada. Rebranded and led successful synergies to grow parallel collection services in 13 Canadian provinces.
- **Scheduling efficiency increased by 33%.** Developed an online scheduling strategy to match clients' needs with mobile collection availability.
- **8% increase in revenue with one customer.** Served as part of the sales team and led the design and service effort for a four-time event per year to combine Wal-Mart locations and pharmaceutical companies showcasing products through a free health fair for shoppers. These herculean Saturday events required back-up staging and coordination of products and information.
- **Nominated to the Quest Diagnostics Leadership school of excellence** in 2013 and 2016.

AGCO Corporation | Duluth, GA

1994 - 1997

*A global agricultural equipment and implements manufacturer housing several independent brands.***Senior Internal Auditor**

Accountable in three primary areas of financial review, process documentation, and acquisition due diligence in nationwide plants and international locations.

- **Selected to lead the post due diligence team** for an acquisition in Porto Alegre Brazil.
- **Selected for the post due diligence team** for the acquisition of Massey Ferguson in Coventry England and Manitoba Canada.
- **Assigned to evaluate and overhaul the parts and components process division** of the company in Batavia, IL.
- **Lead writer for technical manual** associated with line-assembly of the Gleaner combine in Independence, MO.

Additional Experience: Business Development for Paramedical Services of America, Financial & Operational Auditing for Deloitte & Touche

EDUCATION / CERTIFICATION / VOLUNTEERING / PUBLICATIONS**Master of Business Administration****Bachelor of Science in Business Administration & Accounting**

Baker University

Six Sigma Green Belt

Dare to Dream LLC, Business Coach Award

Kansas City Youth Football Club, Volunteer (Man-of-the-Year Honor)

*Published Author: Shorts—52 Devotionals for Your Weekly Life's Strife**Published Author: Biz-Shorts—35 Wisdoms for Your Business Life's Strife*