

MICHAEL WEINBERG

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C-LEVEL EXECUTIVE WITH DEEP CRO, CMO & COO EXPERIENCE

Sustainable Growth • Organizational Transformation • Stakeholder Management • P&L Accountability

Results-oriented C-Level Executive with deep CRO, CMO and COO experience. Extensive business development and executive management experience spanning public and private organizations, small businesses, midmarket and Fortune 500 companies. Proven track record of exceeding sales goals, sustaining client retention, increasing profit margins, and growing revenue. Develop and execute transformational strategies, deploy unique services, and cultivate talented, productive, and effective teams. Recognized for building trust with peers, subordinates, clients, executive teams, and Boards of Directors. Authentic leader with excellent coaching, relationship building, and written and verbal communication skills.

CORE COMPETENCIES

Salesforce Effectiveness | Business Development & Account Management
Financial Management | Team Leadership | Contract Negotiations
Marketing Strategy | Strategic Planning

PROFESSIONAL EXPERIENCE

Steel Jupiter, Inc. | Golden, CO **2020 – 2023**

Startup chemical company that develops and commercializes industry-changing chemical coatings for air filtration and personal protective equipment.

Chief Operations Officer

Managed overall strategy and business plan development. Directed day-to-day management of operations, manufacturing, sales, marketing, legal, and finance across team of 30 employees, contractors, and consultants.

- **Proved product performance in 18 months** by leading a team of scientists in the design and completion of 60 performance tests following EPA method of testing 1601 to determine bacteriophage trapping efficacy in air filtration media.
- **\$1 million in incremental startup funding** earned by creating enticing investor pitch deck conveying company's strategy, overall human health impact, and estimated market value of product in North America.
- **Accomplished market-readiness for novel chemical product in 18 months** through development of comprehensive business plan in less than four months.
- **Negotiated exclusive seven-year license agreement with product inventor** by clearly articulating organization's ability to rapidly commercialize novel chemical product in North America.

Primal Axe House | Sheridan, CO **2019 – Present**

Active retail company featuring axe throwing, food, and beverage and specializing in company outings, team building, parties, leagues, and tournament play.

Co-Founder / Managing Member

Lead strategy and oversee management team.

- **Increased revenue 15% YOY and paid off 75% of startup debt** through disciplined cash flow management, and the establishment of sensible debt payment structure.
- **Achieved profitability within 18 months of opening during COVID-19 pandemic** by renegotiating facility lease, negotiating favorable supplier terms, and securing Small Business Administration (SBA) funding.
- **Recruited and retained skilled general management employees** to improve service levels and minimize time ownership spent working in the business.

Synovos, Inc. | Radnor, PA **2010 – 2018**

Integrated supply chain and asset management services company supporting heavy industrial, commercial, higher education, and facilities management segments with Business Process Outsourcing (BPO) and SaaS platforms in North America, Europe, and Asia-Pacific (APAC)

Chief Sales & Marketing Officer

Directed global sales and marketing strategy and execution for group of nine experienced business development, sales operations, and marketing personnel who delivered over 18.76% sales increase on Compound Annual Growth Rate (CAGR).

- **Negotiated more than 150 contracts valued at \$1 billion in lifetime value** by developing hands-on approach to negotiations and keen understanding of critical legal and business issues impacting client and company.
- **Grew sales from \$120 million to \$475 million (296%) in eight years** through establishment of strong business development team and implementation of new strategic proposal and contract review process.
- **\$10.7 million EBITDA improvement** realized by leading cross-functional team of executives charged with reducing SG&A, increasing existing contract profitability, and establishing acceptable profile for new customer opportunities.
- **500% increase in sales pipeline** earned through identification of target companies across specific industry segments, strong customer testimonials, and implementation of tailored, multi-channel marketing approach.
- **Accomplished 100% improvement in contract close rate** by creating new opportunity assessment scoring tool, detailed commercial model, and proposal development process.
- **90% retention rate maintained for existing customer business** through long-term customer relationships and establishment of comprehensive performance review process that yielded attractive contract renewal strategy.
- **Reduced sales cycle time 50%** by generating accurate target customer profile, evaluating overall process, implementing stage gate program, customizing proposal and contract elements, and installing CRM system.
- **Successfully rebranded 20-year-old company with nearly 100% stakeholder support** through use of thoughtful, inclusive approach across all levels of employees, customers, and external business partners.
- **15% boost in deal profitability** attained by developing alternative commercial model with supporting data that appealed to customers concerned with total cost of ownership.

-PREVIOUS EXPERIENCE-

W.W. Grainger, Inc. | Lake Forest, IL

Fortune 500 industrial distribution company with 23,000 employees across North America.

Director of Channel Business Development / Director of Sales Operations / Senior National Accounts Manager / National Accounts Manager / Territory Manager

Held multiple roles with increasing responsibility during tenure. Excelled at developing pragmatic sales strategies that were effective for growing customer revenue and profitability in traditional and alternate sales channels.

- **Retained 100% of managers and 90% of sales specialists** by utilizing deliberate team building sessions to develop relationships and strong group dynamic.
- **50% of existing client business retained at 40% gross margin** upon closure of \$500 million integrated services division through alternate channel strategy that utilized select strategic services partners to take on out-of-scope work.
- **42% growth in national account portfolio sales and 100% contract renewal** accomplished by illustrating how customers could save money and improve productivity through supply chain consolidation, technology, spend aggregation, and inventory reductions.
- **Increased product sales 15% on \$800 million revenue base** through development of technical sales specialist team with formal qualifications, disciplined engagement process, and access to manufacturer technical support resources.

EDUCATION & PROFESSIONAL DEVELOPMENT

Bachelor of Science in Business Management

Northern Michigan University (Marquette, MI)

Wharton Business School Executive Education Program – University of Pennsylvania

Certificate in Foundations of Servant Leadership – Greenleaf Academy Center for Servant Leadership