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# TOM RICHARD

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## STRATEGIC SALES & MARKETING EXECUTIVE / BUSINESS INNOVATOR / CHANGE AGENT

- Highly motivated and experienced business innovator with expert proficiency in providing unsurpassed leadership and revenue growth in a dynamic, fast paced, competitive business environment.
- Proven builder of gritty, dedicated sales teams capable of operating with scientific precision in any business climate.
- Skilled in the successful application of innovative sales & marketing strategies that boost revenue, elevate brand awareness, and improve customer acquisition; responsible for building and leading digital marketing strategy that includes email marketing campaigns, e-Commerce growth, SEM/PPC/SEO tactics, and social media marketing and engagement.
- Well versed in leveraging superior communications skills and interpersonal savvy to establish relationships of trust with customers to drive sales and exceed corporate objectives.
- Regarded for the ability to form and motivate teams of professionals dedicated to the success of the organization.

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## CORE SKILLS & COMPETENCIES

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- Marketing Leadership
- Client Acquisition/Retention
- Marketing Communications
- Product Development
- Self-Starter
- Strategic Planning/Execution
- Brand Management
- Team Leadership
- Digital Marketing
- Continuous Innovation
- HubSpot Partner
- Business Development
- Content Marketing
- Market Research

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## SELECTED CAREER ACHIEVEMENTS

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- **ATTORNEY COMPUTER SYSTEMS.** After strengthening the company's position financially, stabilizing it operationally through COVID, and repositioning its marketing, a major competitor took notice and a deal was reached to acquire all of the company's clients and employees.
- **GYM SOURCE.** Deployed a comprehensive strategy focused on email marketing campaigns, e-Commerce growth, SEM/PPC/SEO tactics, and social media marketing and engagement. Greater than 60% increase in sales for stores under my direct supervision. Actively redefined the retail segment by blending the retail experience with the online experience through reimagining the customer journey, developing the supporting ideas, and bundling products in services in interesting ways.
- **BOLT / BLUE DIRECT RESPONSE ADVERTISING AGENCY.** Pivoted the business to meet a growing shift to digital platforms, positioning the company as an innovator of hyper-personalized marketing, bridging the gap between offline and online marketing.
- **360 FITNESS.** Directed all facets of a new venture, including the design of a 24,000 square foot facility, a marketing plan, brand development, club operations, staffing, and sales planning.

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## PROFESSIONAL EXPERIENCE

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## **ATTORNEY COMPUTER SYSTEMS**

(2019-Present)

### *Chief Operating Officer*

Brought on to build a sales and marketing infrastructure to take the company to the next level. After building a new website on HubSpot CMS, onboarding the company as a HubSpot Solutions Partner, and getting the financials in order, COVID-19 hit and my role shifted into one requiring heavy day-to-day operations involvement, project management, and crisis management.

## **GYM SOURCE**

(2018-2019)

### *Director of Marketing & Sales*

After Gym Source was acquired by UM Holdings, the incoming executive team expanded the role to include sales management. Deployed a simplified sales approach to a team of 80 sales representatives to unify tactics across the organization.

- Worked as a turnaround specialist for failing stores. Brought stores back into profitability by installing proper selling systems, establishing gritty selling attitudes, and bringing out the highest potential of the sales team. This process was done through Salesforce implementation combined with good-old-fashioned sales activity tracking and training of the proven sales process.
- Developed a more profitable sales model focused on smaller teams spread out across larger territories. The new model challenged the status quo and is proving to drive up margins by 3% while lowering the cost of doing business significantly.
- Transitioned the company from Salesforce to HubSpot platforms for higher level of staff engagement and more integrated marketing and sales relationship.

## **GYM SOURCE**

(2010-2018)

### *Director of Marketing*

Recruited by this leading provider of gym and fitness equipment with a mandate to launch and lead the marketing department from the ground up, serving as the architect of a comprehensive strategy focused on email marketing campaigns, e-Commerce growth, SEM/PPC/SEO tactics, and social media marketing and engagement. Retained based on the overall value contributed to the enterprise as a whole, with the unique ability to view operations from a global and local perspective.

- Pioneered the development and debut of the company's first CRM, coordinating and leading the training of a team of 100 sales professionals while illustrating the synergy between physical store retail sales and online marketing.
- Assembled and directed a committee formed to evolve the company into a hybrid retail experience featuring a blended physical retail store and online functionality that will ensure the overall quality of the customer experience and distinguish the brand in a challenging and highly competitive industry.

## **BOLT / BLUE DIRECT RESPONSE ADVERTISING AGENCY**

(2005-2010)

### *Owner*

Launched this boutique sales and marketing agency, evolving into a direct response agency model that reached a peak of \$4MM in annual revenue. Successfully pivoted to meet a growing shift to digital platforms, positioning the company as an innovator of hyper-personalized marketing, bridging the gap between offline and online marketing.

## **GYM SOURCE**

(2004-2005)

### *Retail Manager*

Advanced rapidly to capture the distinction as top sales representative in the company out of a 70-person sales force within the first month, with continuing stellar performance ranking in the Top 5 throughout tenure.

- Boosted store sales by 200%; personally requested to package marketing programs for adoption throughout 30 other stores.
- Skyrocketed store sales from \$30K per month to \$130K per month, leading to an assignment to mentor other stores to rebuild sales performance based on a proven model, leveraging hyper personalized marketing materials, schedules and strategies for calling campaigns, and sales techniques.

## **360 FITNESS**

(2003-2004)

### *General Manager*

Served as the architect of a business plan proposing a Fitness Division of J-F Enterprises, which secured approval. Directed all facets of the new venture, including the design of a 24,000 square foot facility, a marketing plan, brand development, club operations, staffing, and sales planning.

- Navigated the division to reach profitability targets ahead of schedule.

### **Early Career**

*Floating Retail Manager for High Volume Food Service, J-F Enterprises Inc. (1999-2003)*

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## **EDUCATION**

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BOWLING GREEN STATE UNIVERSITY

**Bachelor of Science of Business Administration Degree in Marketing**

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## **TECHNICAL PROFICIENCIES**

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**HubSpot Solutions Partner, CAPM (In-Progress), HubSpot Inbound Marketing, HubSpot Inbound Sales, HubSpot Onboarding, HubSpot Marketing Software, HubSpot Growth Driven Design (In-Progress), Salesforce, Pardot, Google AdWords, Ontraport, InfusionSoft, Google Analytics,**