**Nekodemus Y. Park**

**Senior Management Executive**

**Business Development & Operations / Marketing Director**

**~ Mature, Start-up &Turnaround Operations ~ International Background**

**N. America and Asian Markets ~ Invaluable Network**

**EXECUTIVE PROFILE**

**Highly motivated, innovative, and results-driven Marketing Executive with an extraordinary record of successfully propelling industry leaders through start-up ventures and high-growth cycles, large scale cost savings, and improved organizational productivity. Consistent ability to lead diverse teams to new levels of success and in developing new, profitable revenue streams and opening new distribution points in a variety of highly competitive industries, cutting-edge markets, and fast paced environments. Superb change agent, with proven talents for building customer-focused organizations that exceeds goals year after year.**

**SUMMARY OF QUALIFICATIONS**

**Entrepreneurial executive with more than 15 years of experience marketing, managing sales, operations, personnel and merchandising at the district, regional and corporate level for both start-up and established companies.**

**Unique blend of exceptional technical skills and hardware, software and networking - combined with solid business management experience.**

**Motivational management style with a record of building and retaining highly motivated teams, distribution networks and manufacturers representatives. Successful in identifying opportunities for accelerated growth.**

**Business Development and Sales Loss Prevention / Shrink Control**

**P&L Management Budgeting and Expense**

**Market and Strategic Planning Presentation and Training**

**M & A Communications Merchandising / Inventory**

**Product Positioning Staff Development / Motivation**

**Brand Architecture Revenue and Profit Growth**

**Public Relations & Speaking Market Analysis**

**CAREER OBJECTIVE**

**Leverage significant executive level network and experience to meet my competencies, capabilities, skills, experience, loyalty, network, education, and due-diligence.**

**MANAGEMENT PHILOSOPHY**

**In today’s highly competitive global economy, the only way to ensure organizational success is to ‘ensure’ thorough quality. Today’s consumer - and tomorrows – want, demand, and expect the Best. If a company does not meet and/or exceed these all-encompassing expectations, the competition will. It is no longer enough for a company to ‘embrace’ change: continuous improvement must become a way of doing business, where employees proactively seek improvement and where systems and processes support and drive this initiative. Trust in due-diligence and transparency is vital throughout.**

**Examples of Accomplishments**

**Process Improvement**

* **Facilitate team charged with the improvement of inventory record accuracy: team results included improved on-time delivery from 45% to 95%, eliminated annual inventory losses, reduced freight costs by 1% and improved record accuracy by 80%.**
* **Reduce new bill of material (BOM) cycle time from several days to one day and improve BOM accuracy to 100%.**
* **Initiate and help develop a financial modeling system to evaluate multiple ‘what-if’ scenarios; system reduced forecast and budget preparation time by 80%, increased process accuracy, and improved staff’s awareness of actions needed to reach production and financial goals**
* **Initiate and help implement an automated financial reporting process to download data, reducing overtime and enhancing accuracy and timeliness.**
* **Initiate and help develop an automated back flushing system to support JIT initiative.**

**Leadership**

* **Led several cross-functional Total Quality Control Teams and coached team members, as appropriate, to develop skills and confidence in their ability to examine work processes, create solutions, and measure improvement.**
* **Participate in management team process to develop vision and mission statements.**
* **Participate in creating and implementing corporate culture.**
* **Facilitate numerous learning programs on new reporting and operation systems.**
* **Trained upper- and middle-mgmt. on ISO 9001 –14001**
* **Trained upper- and middle-mgmt. on Selligent CRM**
* **Trained upper- and middle mgmt. on Micros PosiTouch, Digital Dining, and Aloha Systems**
* **Recognized for the ability to develop consensus for strategic planning amongst**
* **Stakeholders**

**Marketing and Sales Support**

* **Extensive knowledge regarding Marketing and Sales Support**
* **Extensive Research on various features of advertising and promotions.**
* **Experience and the capability to adopt new concepts with responsibilities.**

**CAREER HISTORY**

**07’-current Goal Spring, IT start-up**

**- Eunha BNC**

**05’-07’ MMA ARMY**

<http://news.naver.com/main/read.nhn?mode=LSD&mid=sec&sid1=102&oid=022&aid=0000113788>

**05’-05’ MAN Roland Korea**

**04’-05’ Wondang Co., Ltd.**

**97’-04’ Omega Builders Inc.**

**95’-97’ American Building Corp.**

**85’-94’ worked for the family business**

**RESPONSIBILITIES AND ACHIEVEMENTS**

**GoalSpring, CA. USA**

* **Play key role in executive leadership and principal investor of GoalSpring, IT start-up.**
* **Raised over $5 million in funding for launch and Co-develop marketing strategy for debt-consolidation services for both B2B and B2C markets.**
* **Co-author business plan and help create financial model to present to investors.**
* **Present business plan to angel-investors and venture capitalists.**

**Eunha BNC, Seoul. S. Korea**

**Marketing & Advertising Director**

**Serve as Marketing & Advertising Director for a leader in Korea's beauty industry. Formulate all sales and marketing strategic planning initiatives. Establish strategic partnerships/joint ventures and work collaboratively with the CEO, CFO, CTO, and all operating divisions to determine product/promotion life-cycle strategies, create effective marketing plans, establish new product introductions/launch strategies, and resolve post-launch problems.**

* **Increase annual sales to $20 million.**
* **Amplify sales by successfully opening new branch.**
* **Expand services into new target markets using mix marketing strategies to increase brand awareness.**
* **Analyze customer and channel trends and insights to capitalize on category opportunities.**
* **Champion successful alliances with, L’Oreal Korea and Aveda.**
* **Improve total effective advertisement with strategic partners..**
* **Establish local and national media and public contacts for disseminating information.**
* **Direct the production of print media and develop content for news releases.**
* **Plan and manage publicity and promotional events and internal information programs.**
* **Manage promotional expenditures and activities in conjunction with customer objective and control costs.**

**MMA Korean Army**

**Serve as a Public Servant in the, Logistic Department at Yongsan District Office. Duties included but not limited to; translator, English Teacher, and very minimal administration.**

* **Please note. After I repatriated, my induction to the Korean Army was due to law changes after hire with MAN Roland Korea.**

**MAN Roland Korea, Seoul. S. Korea**

**Executive Manager/Sales Support Target 120 million Euros in sales 05’**

**Serve as a Sales Support Executive and successfully define workflows, jobs, and reporting relationships to obtain optimum effectiveness, provide complete administrative support throughout the entire sales cycle. Assist with sales and marketing campaigns, maintain prospect and customer information database through Sulligent, place proactive outbound calls to assigned region to generate awareness of products and professional programs, maintain positive and effective relationships through proactive contact with customers and monitor contract compliance to ensure maximum revenue and client objective success.**

**Wondang Co., Ltd. Masan, S. Korea Feb. 2003 to Mar. 2005**

**Strategic Analyst and Business Development $40 million annual sales**

**Serve as a Strategic Analyst and Director of Business Development for a printing corporation with 5 regional offices, launching its business growth and development to help achieve its current market position as a leading provider of printed-media for Nokia tmc and Samsung mobile communications in Asia.**

**Establish a corporate culture through formulation of company-wide training programs, corporate policies, and sales procedures designed to meet the growing demand for World Class manufacturing requirements.**

* **Penetrate new and expanded, existing corporate accounts, realizing annual multi-million dollar contracts for new products.**
* **Monitor the integrity of training in accordance with established Quality Assurance guidelines to maintain World Class manufacturing certificates.**
* **Act as official corporate spokesperson and liaison for all corporate accounts.**
* **Teach Business English and Emphatic Listening Skills.**

**Omega Builders Inc. Annandale, VA Feb. 1997 to Dec. 2002**

**Vice President and Chief Operations Officer $60 million in sales**

**Serve as VP and COO for a boutique custom home builder and insurance restoration company. Responsibilities include design and blueprint review with analysis of project, preparation of construction documents, bidding, negotiations, sub-contractor selection, material purchasing, scheduling, project budgeting, building code compliance, project development, and quality control. Supervise up to 40 trade crews and 50 plus employees. Fully responsible for bottom-line factors, including company mission, long range strategic planning, and managed day-to-day operations to provide impeccable service. Create team atmosphere for the best working conditions and productivity. Develop and implement bi-weekly strategic market plans for new business. Co-ordinate programs for sale and service. Negotiate pricing with all vendors and sub-contractors.**

* **Scheduled client meetings, conducted needs assessment, explained design concerns and cost effective options, planned, estimated, and managed the project from start to finish.**
* **Increase sales by 13% on every job by educating clients on value-added extras to increase property value.**
* **Submitted over 400 bids annually and secured over 75%**
* **100% on-time project completion while meeting strict timeliness and budget requirements.**
* **Create a responsive and market driven organization resulting in increased revenue from start-up to $60 million in sales within five years by expanding market share and establishing strategic alliances.**
* **Open new market channels in Maryland, Washington DC, Delaware, Pennsylvania, and Ohio.**
* **Establish a ‘preferred’ re-builder status for four major insurance providers. USAA,**

**SateFarm, BoK, and Nationwide**

* **Projects included over 4000 homes, 2 major hotels, and an apartment complex of 350 units from CAT adjusted claims.**
* **Substantially improve productivity while reducing time and operational costs by 22%**
* **Built custom homes for such notables as, Congressman Siljander – VA Republican, Jonathan Aust – co-founder of PeopleSoft, Marie Humphrey – Director of the Washington Orchestra**

**American Builder Corp. Chantilly, VA Mar. 1995 to Sept. 1997**

**Project Manager $300 million in annual sales**

**Serve as an Assistant Construction Site Manager for the largest construction company in the DC metro area. Help plan, organize, and manage the overall residential and light construction development projects. Responsibilities include blueprint review with analysis of project, preparation of construction documents, assist bidding, assist negotiations, sub-contractor selection, material purchase orders, scheduling, project budget, building code compliance, project development, and quality control. Supervise crews of up to 30 trade workers.**

**100% project completion on time while meeting strict timeliness and budget requirements.**

* **Negotiated cost estimates with clients and maintained daily contact with clients on job site.**
* **Establish solid, positive, and productive work environment – by communicating, understanding, and learning the roles of team members on every project.**
* **Developed strong employees and sub contractor productivity for the ability to identifying, isolate, and eliminate work hazards by following VA/MD/DC State Building Codes and OSHA regulations.**

**EDUCATION**

**BA in Business Administration, New York University, NY 1992**

**COMPUTER SKILLS**

* **Known Graphic Tools: Macromedia Flash, Adobe Photoshop, Adobe PageMaker, Adobe Illustrator, 3D Max, Bryce 3D**
* **Known Operating Systems: Windows9x/2000/ME/XP/Vista, Linux, Unix, MS DOS**
* **others: SAP, Selligent CRM, ERP, Lotus123**

**CONTACT INFORMATION**

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**Bampo 4-dong Seocho-gu**

**Seoul Korea**

**E-mail:** [**nekpark@gmail.com**](mailto:nekpark@gmail.com)

**PERSONAL INFORMATION**

**Nationality Korean born turned American repatriated Korean**

**Resident of Korea**

**DOB March 29, 1971**

**Gender Male**

**Marital Status Married**

**Dependants 1**