



# BILL GLENN

A UNIQUE PERSPECTIVE ON DRIVING GROWTH

## ABOUT

I align sales, marketing, brand, and culture to create an interdependency that fuels growth and performance.



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DFW Metroplex

## INDUSTRY EXPERIENCE

- Technology
- Financial
- Legal
- Construction
- Communications
- Fitness
- Sports/Entertainment
- Advertising

## SKILLS AND ATTRIBUTES

- Visionary
- Strategic Thinker
- Analytical Mindset
- Financial Acumen
- Trustworthy Leader
- Creative Innovator
- Results-Driven
- Revenue Generator
- Sales Operations Expert
- Brand Strategy and Positioning
- Integrated Marketing Expert
- Content Marketing Strategy
- Strong Communicator
- Insightful Market Researcher

## EXPERIENCE

### **Predictive Fitness/TriDot, CMO, Investor**

First CMO and early investor of a B2C, AI-based SaaS start-up that optimizes endurance sports training. Developed brand architecture, brand, marketing, and sales strategy. Leveraged digital, content marketing and low-cost promotion to build foundation for scaling revenue.

### **Kinley Construction, CMO**

Crafted brand, marketing, content, and GTM strategy, including paid media, for private B2B construction company. Yielded 1B+ PR impressions (Cover story DBJ, Top Places to Work in Construction), boosted LinkedIn followers nearly 250%, and improved sales, marketing, and estimating integration.

### **Witherite Law Group, CMO**

Revamped brand strategy and positioning, increased focus on paid digital media, and expanded content strategy for B2C personal injury law firm. Tripled awareness in ATL and doubled average monthly caseload despite a COVID-related decline in accident statistics.

### **Learfield Communications, VP/GM**

Led sales and P&L for University of Louisville and KFC YUM! Center properties. Exceeded quota despite an extremely adverse sales environment. Team earned four Clyde Award nominations (Learfield's highest award) for outstanding sales promotions and results.

### **The Marketing Arm, SVP, Chief Insights Officer**

Co-founded DBI celebrity/athlete evaluation index and launched agency's first analytics practice. Developed ROI models to measure client programs and drive strategy. Led consulting, event, and key account sales teams.

### **Verizon, Multiple Leadership Roles in Marketing and Sales**

Executed sponsorship strategy generating over \$200M in revenue and value. Averaged 130% quota attainment during B2B sales tenure. Nine-time Verizon Excellence Award nominee, two-time winner. Led B2B sales teams, trade show strategy and \$30M integrated marketing budget.

### **Adjunct Professor, SMU, Baylor, University of Dallas**

Taught graduate/undergraduate courses in research, marketing, and sales.

## EDUCATION

### **University of Missouri, School of Journalism**

Bachelor of Journalism, Advertising

### **University of Missouri**

MBA, Marketing

### **Harvard University at Babson College**

Omnicom Strategic Management Program, Executive Leadership Training