

ANGELA R. GRIFFITHS

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Experienced marketing strategist & sales content specialist offering proven track record in developing and executing new products, organizing and optimizing sales departments, and designing & implementing marketing programs. Excels in dynamic, high-growth, entrepreneurial environments where business development, market leadership, and innovation are a strong focus. Able to create compelling brand strategies, evaluate, organize and deliver effective and relevant sales content, and manage full product life cycle development processes. Proficient in working with cross-functional teams in creating, evaluating, and implementing business plans. Consistently met or exceeded company objectives in ROI through product development and go-to-market strategies.

KEY PERFORMANCE INDICATORS

- Creative
- Persevering
- Critical Thinker
- Analytical
- Hands-On
- Conscientious
- Problem Solver
- Innovative
- Visionary

PROFESSIONAL EXPERIENCE

Cortex Business Solutions Calgary, AB Canada & Austin, TX 08/2016 – Present
Solutions Architect & Sales Enablement

Work with current and prospective customers to understand and identify gaps between their current systems landscape and our recommended solution set. Design, build and implement Sales Enablement Strategy and Library, which includes Sales Tools, Process and Deliverables for selling and account management activities involving current and prospective customers. Involved in the development of new offerings that meet the market needs and complex analysis providing key insight shaping overall Sales Strategy.

Splitter Splat Pre-K Co-op Austin, TX 05/2016 – Present
Cofounder & Master of Mess

Created Pre-K Co-op from the ground up after searching (unsuccessfully) for pre-K options in our part of town. Designed and developed overall concept and structure, including everything from customer-facing materials and content to internal processes and systems that enable our “Tribe” to function on a day-to-day basis. Primarily responsible for all recruiting and training activities, curriculum development as well as setting organizational culture.

DrillingInfo, Inc. Austin, TX 06/2013 – 07/2015
Sales Operations Manager

Created and implemented a Sales Ops Strategic Roadmap for a robust but disorganized sales department. Designed, optimized and documented formal sales processes that included presentation materials and tactical sales processes. Extensively involved in designing and delivering sales conference content and compensation models for the sales team. Produced timely and relevant pricing analytics and detailed information on capacity utilization and personnel costs for sales. Created department level business models

and budget projections delivered to executive management and board of directors through written and verbal presentations.

Freelance Business Consultant Austin, TX 01/2010 – Present
Consultant

Provide consulting services to businesses and individual entrepreneurs with a focus on Business/Financial Modeling/Analysis to help them develop strategies for maximizing efficiency in operations, achieve market growth, optimize services to clients, determine company valuation, and realize harvest opportunities.

Business Growth Lab Austin, TX 07/2010 – 04/2012
Principal / Co-founder

Co-created/Facilitated Growth Options™, Accelerator™, and Reality Check™ Programs to help entrepreneurs identify market opportunities and set up viable, sustainable operations. Served as WEC University Associate Director, co-creating Rapid Launch™ Program, a rigorous 12-week “Micro MBA” for Williamson County entrepreneurs. Developed curriculum, recruited clients, taught classes and provided individual coaching.

Gray Hawk Payment Technologies Austin, TX 01/2009 – 07/2010
Director of Product Management / Co-founder

Researched, analyzed and developed new product to meet market opportunities from concept to commercialization. Developed marketing and sales materials, continually updating to meet the ever-changing competitive climate.

Acton School of Business Austin, TX 08/2008 – 05/2009
Proctor / Teaching Assistant

Observed Socratic discussions of over 200 Harvard case studies, evaluating student participation and assignments based on critical thinking and communication skills. Tutored students who struggled with subjects and/or assignments, and served as a liaison between students and faculty.

The Zachary Group Austin, TX 08/2008 – 01/2010
Consultant / Co-Owner

Constructed/Analyzed pro forma cash flow statements to determine capital requirements for growth. Ran simulations using advanced business modeling to assist clients in evaluating their market position and any needed adjustments.

TechSkills, LLC Austin, TX 01/2007 – 08/2007
Accounts Receivable Manager

Processed/managed AR for 30 campuses nationwide. Partnered with IT group to re-design AR aging reports and worked with area/branch managers to help resolve AR concerns.

EDUCATION

Association of International Product Marketing and Management (AIPMM) 11/2009

Certified Product Manager (CPM)©

Acton School of Business Austin, TX 06/2007 – 05/2008

- MBA, Entrepreneurship
- 3rd in Class Overall

Acton produces the “Navy Seals” of business school graduates and is nationally ranked by Princeton Review as having the most competitive students and third best faculty in the country. By graduation, a student will have analyzed over 300 Harvard cases via the Socratic teaching method and consistently worked 90-100 hour weeks for the duration of the program.

The University of Texas at Austin Austin, TX 08/2000 – 12/2004

- Majors: B.A. in Psychology, High Honors (top 10%); B.A. in Music, High Honors (top 10%)
- Minor: Business
- Dean’s List, 2000 – 2004 & University College Scholar 2003, 2004

PORTFOLIO

(Work Samples Available Upon Request)

STRATEGY + VISION: Business & Scenario Planning; Strategic Roadmapping; Brand Development & Strategy; Product Development & Positioning; Conceptual Model Development;

DECISION SUPPORT: Opportunity, Market & Competitive Analysis; Decision Framework Development; Financial & Business Modeling; Pro Forma Projections; Metrics Development & Dashboarding; Stack-Ranking;

COMMUNICATION: Core Messaging Development; Graphic Storytelling & Infographics; Segmented Sequencing; Process Mapping; Executive Presentations; Enablement Material Development; Curriculum Design;

OPERATIONS + PROCESS: Process Design, Optimization & Implementation; Project Design & Implementation; Systems Design & Optimization; Handbook & Training Materials Development; Toolkit Design & Build;

CORE VALUES

Empowerment, Transformation, Innovation, Resilience, Fulfillment, Freedom, Creativity, Excellence, Efficiency