

Andrew Jones

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PROFILE: **Executive** who has managed change at 3 industry leaders, directing operational turnaround, rebuilding leadership teams, and winning the trust of stakeholders at all levels of complex organizations.

Proven strategist who drives operational and revenue growth through creative vision and transparent metrics for growth, cost control, risk management and innovation.

CAREER

ACHIEVEMENTS:

- Quickly took on increased leadership roles over 15+ years at 3 large corporations, moving from positions as Process Engineer to Brand Manager to COO and President.
- Developed a full understanding of business operations through progressive, hands-on experience in manufacturing, marketing, and executive-level management.

EXPERIENCE: **KNOWLEDGE LEADERS** Evanston, Illinois 2011-Present

FOUNDER

Direct strategy and operations at a consulting firm whose mission is to help individuals, companies, and communities overcome obstacles and achieve their potential. Develop talent through executive coaching and strategic business consulting for clients in education, not-for-profit, and Fortune 100. Coach CEOs, management teams, and entrepreneurs in fundamentals of business operations and growth. Lead presentations to groups of 100-400 people, motivating leadership through a proprietary training model.

- Clients include: McDonald's, Booth School of Management/University of Chicago, Exelon, and Ariel Financial.

ACME INTERNATIONAL Chicago, Illinois 2007-2011

PRESIDENT & CHIEF OPERATING OFFICER

Managed strategy and operations at a global leader. Headed Executive Teams for both divisions while managing 15 Senior Vice Presidents. Partnered with the CEO in managing relations with the Board of Directors. Developed and executed a new vision through 3 year strategic plans that were based on strict measures for accountability. Created and implemented vision and mission statements that aligned core values with contemporary business practices. Spurred growth through financial restructuring and product innovation. Established best practices for operations, finance, HR, and marketing. Prepared the CEO/Chairman for media appearances. Promoted an understanding of respect for cultural and business differences that is required in a global organization.

- Promoted to Corporate President/COO position after leading a fast turnaround of a key division through restructuring and innovation (30-40% reduction in production and administrative expenses).
- Achieved 10% year-over-year revenue growth by establishing new goals for sales and marketing.
- Established a new executive vision by replacing senior managers and recruiting A-level talent.
- Mentored several new leaders, including a VP who was promoted to Senior VP and a Director who was promoted to VP.

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- Increased efficiency and cut costs by identifying new technology and establishing a plan to integrate business and IT systems.
- Led a rebranding strategy for a legacy brand that included a new website social media.
- Developed social media strategies for other lines of business.
- Designed and led presentations to equity investors.

FORTUNE 100 New York, New York

2006-2007

ASSISTANT VICE PRESIDENT

Hired to re-launch African American marketing department with responsibility for \$20 million in annual sales across several brands in a multi-billion dollar global corporation. Built a strong partnership with manufacturing (a separate company) at all levels from senior management to local partners. Managed marketing operations for an image-driven brand with strong consumer loyalty.

- Identified to double department (+\$20 million) by conducting a full portfolio analysis and developing a new business strategy.
- Launched and managed a \$10 million campaign focused on Black History, which included the company's first African American ad featured on the Super Bowl (a \$2.5 million investment).

McDONALD'S Oak Park, Illinois

1999-2006

ASSOCIATE MARKETING DIRECTOR (2005-2006)

Planned and managed multicultural marketing strategy and a \$70 million budget for a global leader. Oversaw marketing plans, media, product initiatives, and retail strategy. Managed media relations and acted as a spokesperson.

- Developed the company's most successful campaign to target African American and Hispanic consumers.

BRAND MANAGER & ASSISTANT BRAND MANAGER (1999-2005)

Directed all aspects of the business (financial, market share, advertising, and innovation). Managed portfolios for individual and multi-brands. Developed strategies for mass and niche markets across several product categories.

- Developed an advertising program that was recognized as "breakthrough" by *USA Today*.
- Increased sales for combination meals by 35% with a profit margin increase for 0% to 18%.
- Represented the company in national media (*Wall Street Journal*, *USA Today*).

EDUCATION:

KELLOGG GRADUATE SCHOOL OF MANAGEMENT

NORTHWESTERN UNIVERSITY Evanston, Illinois

MBA

2001

LOYOLA UNIVERSITY Chicago, Illinois

BS, Mechanical Engineering & Material Science

1999

AWARDS:

- Young Philanthropist of the Year
- Innovation in Marketing, American Marketing Association