

LUKE WYCKOFF



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Denver, CO 80209

CMO | Digital Marketing Expert | Keynote Speaker | Proven Strategist & Communicator

CAREER ACHIEVEMENT

- As a CMO, for the last decade, built a multi-million dollar company from scratch with nothing more than a vision and an idea. Tenacity and resilience every day, twenty four seven, until personal and business financial goals were met and exceeded. Marketing executive, developed plans, product pricing strategies, company naming, corporate communications, and promotions for multiple brands. Managed operating budgets and 20 + team members.
- Formulated brand / marketing direction via a 3-5 year blueprint, complete with new market channels to target and tactical objectives to support the digital plans thereafter. Identified opportunities in broader markets for verticals including technology, oil and gas, healthcare, retail, franchising, universities, and not-for-profits. Hundreds of success stories in multiple clients.
- As the CMO, worked strategies and developed relationships with multiple digital partners to execute the forecasted revenue plans. Helped improve gross margins via cost-down measures internally. Managed direct / indirect (independent partners) in both domestic and international regions.
- Innovation, executed new product development in a myriad of markets, and categories. Led creativity teams in content management and cross-functional teams in the successful completion into static and LIVE digital assets. Developed suppliers, not-for-profit partners, both domestic and abroad.

CORE COMPETENCIES INCLUDE

- Change & Thought Leadership
- Strategic Planning
- Written Communication
- Skilled Negotiator
- Coach & Mentor
- Client & Business Relations
- Expert Public Speaker
- Problem Solver
- Global Execution
- Positive Leader

INTERNATIONAL - *Contracts, business meetings and presentations*

- Vienna, Austria
- Budapest, Hungary
- Sydney, Australia
- Jakarta, Indonesia
- Berlin, Germany
- Cape Town, South Africa
- Kolkata, India
- Shanghai, China
- Tel Aviv, Israel
- Saigon, Vietnam
- Tokyo, Japan

CAREER HIGHLIGHTS

- **Mandel Communications**, Vice President Communication Strategy
Denver, CO 80209 | 2019 - Present

A global provider of presentation and communication skills training with classroom and digital options.

- 92% Close-ratio in new client acquisition
- Redesign of social and website digital assets
- Trained entire sales force on LinkedIn data mining
- Educated and trained executive team on thought leadership domination
- Created new digital assets for marketing and sales teams
- Streamlined thought leadership and white paper design and distribution.

- **Social Media Energy**, Chief Marketing Officer
Denver, CO 80209 | 2009-2019

The nation's leading provider of outsourced Social Media and digital marketing services www.SocialMediaEnergy.com

- Double Digit growth 7 of 10 years
- Top 5 Fastest Growing companies in Colorado (*Denver Business Journal*)
- 325 Clients
- 22 Employees, 15 contractors, and 11 partnerships
- First digital agency to design off-hours monitoring

■ **Wyckoff Consulting, Executive Search, Founder and CEO**

Denver, CO 80027 | February, 2007 - April, 2015

Trademarked "*The Science of Search*" - Wyckoff was one of the first to use behavior analysis and culture fit analysis to map executive fit to C-Level cultures. www.WyckoffConsulting.com

- \$424,000 in first year revenues
- First to introduce job analysis to executive search practices
- Designed original behavior and cultural fit assessment technology
- 78 Successful searches (0% turnover in the first year)

■ **JobPlex, DHR International, Executive Vice President**

Denver, CO 80027 | February, 2007 - October, 2007

At Jobplex, the mission - to recruit people who best fit the needs of the clients. They aim to create the best possible partnerships by aligning company cultures and values with those of an individual.

- Top Business Developer – FY 2007
- Broke a 6-year company record for New Business Development
- Introduced competency analysis
- Designed behavior fit analysis for culture fit
- Innovation Award for new technologies

■ **Development Dimensions International, Senior Organizational Change Consultant**

Denver, CO 80027 | September, 1999 - February, 2007

A global leadership consulting firm that helps organizations identify, promote, and develop exceptional leaders. www.DDIWORLD.com

- VIP Award Winner – (118% of Company Goals) – FY 2004
- VIP Award Winner – (125% of Company Goals) - FY 2002
- VIP Award Winner (138.3% of Company Goals) – FY 2000
- Top Sales New Products (*Retaining Talent*) – FY 2000
- \$800,000 in New Sales – FY 2000
- Manage a 6 State Portfolio of Clients
- Global Account Management Experience
- Team of 6 Account Executives

■ **Development Dimensions International, Account Executive**

Grand Rapids, MI 49546 | June, 1995 - August, 1999

A global leadership consulting firm, that helps organizations identify, promote, and develop exceptional leaders. www.DDIWORLD.com

- VIP Award Winner – FY 1999
- Tripled Consulting production – FY 1999
- Increased revenue by 250 %
- VIP award winner – Million dollar sales – FY 1997
- 137 % of 1997 Consulting Goal – FY 1997
- Large scale, global account experience
- Outsourcing and single sourcing projects - \$500,000 +

■ **Wallace Computer Services, Inc., Healthcare Representative**

Grand Rapids, MI 49546 | June, 1993 - June, 1995

Global provider of data and paper products, direct mail and custom solutions to Fortune 500 and...

- First in Michigan to produce a major hospital contract (\$300,000)
- Redesign of marketing provider program for Blue Care Network (\$30,000 savings)
- Implementation of new billing systems for community EMS (\$4,000 savings)
- Large account experience with modern purchasing techniques
- Medical/Surgical supply experience (*distribution and contracts*)

■ **Grand Rapids Junior Chamber of Commerce, Director of Marketing and Public Relations**

Grand Rapids, MI 49503 | September, 1993 - June, 1995

- First in membership recruitment (individual and corporate)
- Coordination of all media press releases and special events
- Public speaking at all West Michigan service clubs for Arena fundraising
- Public Relations for First America Golf Classic (Senior PGA)

■ **Congressman Vern Ehlers**, *Political Marketing*
Grand Rapids, MI 49503 | Seasonal per campaigns

- Two successful campaigns with a majority vote in the 1996 election of 74%
- Public speaking, firm knowledge of social issues, and door to door marketing

EDUCATION

University of Colorado | Boulder, CO (2002-2004)
● Executive Masters in Business Administration

Ferris State University | Big Rapids, MI (1988-1993)
● B.S. Degree in Marketing / Sales
● Minor Speech / Communications,
● Associates Degree in Audio / Visual Productions

○ **Professional Certifications**

- MAX
- Job Analysis (Behavior Fit)
- Dimensions of Professional Selling(™)
- IMPAX (RCP)
- Performance Management
- SPIN(™) Selling
- POWER TALK (™)
- Skills for an Empowered Workforce instructor
- Strategic Selling(™)
- Targeted Selection(™) – *competency-based selection systems*

○ **Awards**

- Top 5 Fastest Growing Companies in Colorado
- Very Impressive Performer – DDI - 2002
- Phoenix Society – Ferris State University – April 2001
- Very Impressive Performer – DDI – 2000
- Very Impressive Performer – DDI - 1999
- State Champion (Michigan) – Public Speaking – May 1996
- President's Club – Ferris State – 1994
- First Runner-up, State Finals, Speak-up competition – 1994
- Very Impressive Performer – DDI - 2004
- State Champion (Colorado) – Public Speaking – May 2001
- Alumni Of The Year – Pacesetter Award – Ferris State University - 2000
- Retaining Talent – Top Producer – Consulting / Sales- 2000
- Very Impressive Performer – DDI – 1997
- Salesman of the Quarter – Wallace April 1995
- 46-9 Record on the Nationally Ranked Ferris State University Debate Team

○ **Activities**

- Co-Founder and Administrator – Wyckoff Family Wellness Fund – 2000*
 - Board Member – Denver Ballet Associates – 2001*
 - Front and Center – Founding Member – Denver*
 - Arvada Center Board Member*
 - Boulder Area Human Resources Association
 - Boulder Junior Chamber of Commerce*
 - Grand Rapids Jaycees (Board Member 1995-1997)*
 - Grand Rapids Arts Cultural Club
 - Kent County Republican Finance Committee*
 - Ferris State Alumni Board (Board member 1996-2001)*
 - American Cancer Society – Team Up for a Cure
 - Foremost Classic Senior Golf Tournament*
 - Musician, Lead Vocals, Keyboard & Harmonica – *Flatirons Community Church*
 - Celebrate Recovery Founder and Coach - *Restoration Community Church*
 - Society of Human Resource Managers (SHRM)
 - University of Colorado EMBA Business Advisor (International)
 - CXO Board Member*
 - Colorado Republican Party
 - Denver Lodge 5 Af & AM
 - Boulder Kinetics Champion – First Year - 2001
 - BUFF Club – University of Colorado Athletics
 - Denver Chamber of Commerce
 - Denver Sport and Social Club
 - Boulder Triathlon Club
 - Grand Rapids Economics Club
 - Grand Rapids Ski Club
 - Kent County Republican 500 Club member*
 - Ferris State Dean's Advisory Committee – School of Business*
 - Michigan Jaycees State Leadership Development Manager*
 - American Cancer Society - "Coaches for Cancer" *
 - Professional Photographer
 - Swing dance instructor - Arthur Murray Studios
 - Worship Leader - Pathways Community Church
 - University of Colorado EMBA Alumni Board Chair*
 - Opportunity Coalition Executive Board*
 - Ferris State University Foundation Board (Technology Chair)*
 - Colorado Thought Leaders Forum (Keynote)
 - New Cannon Society
- * Denotes Past Executive Board Member

Keynote speeches total over 50 - for a full list and reviews, click: www.LukeWyckoff.com

 **LinkedIn** - <https://www.linkedin.com/in/lukeywyckoff/>

 **Facebook** - <https://www.facebook.com/luke.wyckoff>

 **Instagram** - <https://www.instagram.com/lukeywyckoff/>

 **Twitter** - <https://twitter.com/LukeWyckoff>

 **SnapChat** - Luke Wyckoff