



# KEN POWELL

## COMMERCIALLY FOCUSED GLOBAL OPERATING EXECUTIVE

### Contact

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### Education

- Columbia University**  
Executive Certification - Strategy  
2021
- Stevens Institute of Technology**  
MS - Technology Management  
2014
- Stevens Institute of Technology**  
MBA - Technology Management  
2007
- Ramapo College of New Jersey**  
BA - History  
1998

### Roles

#### OSG | November 2019 - Present

- Chief Commercial Officer

#### Cerberus Capital Management | 2016 - 2019

- Operating Executive – Due Diligence Lead & Team Member
- Chief Marketing Officer | Staples Europe
- Senior Vice President – Sales Operations | YP, Inc.

#### FIS / SunGard | 2012 - 2016

- Senior Vice President – Global Sales Operations
- Chief Marketing Officer
- Vice President – Sales Learning & Enablement

#### Automatic Data Processing | 2003 - 2013

- Vice President – Global Sales Learning & Enablement
- Various Sales & Sales Leadership Roles

### Achievements

- Led Global Marketing & Sales Strategy/Operations Resulting in 10% Organic CAGR (3 Years - \$1bn Sales Plan)
- Led Several World-Wide Transformation Initiatives Resulting in Multi-Millions of YOY Cost Savings
- Built & Operated Growth Oriented Business Strategies & Cultures in NA, EMEA & APAC
- Built Product Strategy, GTM & Corporate Brand(s) Globally Across Multiple Industries
- Implemented Global Risk, Compliance, Audit & Procurement Standards & Programs to Protect Corporate Interests & IP
- Member of Various Corporate Executive Committees, Interacting at the Board Level
- Managed Global Teams & Operated at An Executive Level on a Full-Time Basis Inside & Outside North America
- Coaching & Advising C-Level Executives on Business Strategy, Operational Excellence & Commercial Execution
- Participated In &/Or Led Due Diligence Activities Across 20+ Deal Teams With An Expertise In Technology, BPO & Media Sectors

### Expertise

#### Strategy

M/V/V | Corporate Planning | Innovation | Digital | Segmentation | Market Entry | Competition | KPI Design

#### Mergers & Acquisitions

Investment Thesis | Due Diligence | Pre & Post Transaction Integration

#### Product

Value Proposition | Product Roadmap | Pricing | Development & Requirements | Services Bundling | Product Management

#### Marketing

Brand | PR | Communications | Research | Lead Generation | Campaigns | Content | Creative | Field | Solution Marketing & Management

#### Sales

Channel Models | Territory Design | Quota Setting | Commission Design | Performance & Activity Management | Training | Pre-Sales & Enablement

#### Client Care

VOC | Interaction Management | Knowledge Management | Customer Contracts | Client Satisfaction | Loyalty Programs | Up-Selling

#### Operations & Talent

Organizational Design | Culture Building | Succession | Compensation | Retention | Program Management | Systems, Process & Data Optimization | Budgeting

### Best Fit

Helping middle market technology, business services & media organizations looking to go to the next level.

Whether it's taking the reins from start-up founders, course-correcting a broken or stalled firm or simply jumpstarting a successful organization looking for the next set of wins, I help to ask & answer: what's next!