

# Kyle Grady

IT Marketing Professional

📍 Kansas | Open to Remote Opportunities

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A high energy professional with extensive expertise in Business Development, Marketing, Sales, and Operations, supporting our Customers, our Partners, and our Sales teams, my ability to network, collaborate, and build partnerships and alliances, with diverse teams, is one of the cornerstones of my success.

My differentiated value is the ability to analyze markets, create strategies, build comprehensive, sustainable solutions, and deliver results, through effective communication, collaboration, and detailed execution, to achieve short and long-term sales, operations, and customer-led objectives.

## Work History

### Alexander Open Systems

2015 - Current

#### Director of Marketing

Implemented campaign ROI tracking mechanisms to produce \$233M pipeline in 6 month period.

Created successful promotions, rebates, and spiffs, resulting in \$19M in partner revenue.

Developed product launch strategy and content including business case development, collateral content, product positioning and vision, sales and marketing plans, and competitive market analysis increased revenue 25%.

Administered annual partner budgets of \$250K+ to drive revenue through marketing strategies including webinars, promotions, and training.

Developed and executed 10 strategic quarterly marketing plans for premium partners such as Dell-EMC, Cisco, vmWare, Microsoft, Nimble, managing \$80K in quarterly co-op funding, sponsoring channel events, as well as creating collateral and case studies.

Conceptualized and executed 20+ demand generation events per quarter over a 6 state region.

### Entercom Radio Group

2013 - 2015

#### Sponsorship and Events Executive

Managed all logistics for live events with 50,000+ attendees.

Responsible for sponsorship integration into properties with large partners such as Mazda, Tito's Handmade Vodka, Real Time Fantasy Sports, and many more.

Conceptualized partner activation strategy and managed execution on-site.

### The Terrace on Grand

2011 - 2013

#### Corporate Event Director

Responsible for new business development for event space focused on corporate customers.

Managed RFP website presence on sites such as BizBash to generate a 200% increase in leads and over \$65K in revenue in one year.

Executed detailed onsite event execution, managed all staff.

### Wichita State University

2004 - 2008

## Education

### Integrated Marketing Communications

## Portfolio

See here : <http://kylegrady.strikingly.com/>

## Skills

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### Written and Verbal Skills

History of strong persuasive presentation style as well as clear and articulate communication through all mediums.

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### Marketing Automation Software

Implemented RainMaker integration with current CRM to create KPI metrics and track ROI.

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### Adobe Creative Suite

Proven graphic design abilities.

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### Microsoft Office

Proficient in all Microsoft Office products.

### Team and Self Management

Extensive experience in managing and working with remote teams and adhering to tight deadlines, producing results and project management.

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### MDF and Co-Op Management

Full knowledge of all funding portals and processes.

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### Event Management

Meticulous attention to detail and organization skills demonstrated through flawlessly executed events. Ability to easily shake off mistakes and work with diverse teams.

## PERSONAL

I am in relentless pursuit of the next win/win. I thrive in collaborative environments and love to be on the pulse of innovation.