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| **W. Brooke Hawkins** | Alpharetta, GA 30022 ▪ 404.316.6434  wbh702@gmail.com |

**Chief Executive Officer**

*Strong track record of driving significant business development and profit growth via customizable solutions*

Values-focused leader with 20+ years’ success overseeing operations as well as human resources management, budget development, sales planning, strategic negotiations, and market expansion. Extensive expertise driving business development via influential leadership, impactful communications, and networking. Proven ability to implement process improvements that ensure efficiency, reduce costs, and minimize waste. Adaptable and proactive, capable of adapting to rapidly changing operations to ensure results.

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| * Team Management & Leadership * Strategic Planning & Direction * Coaching, Mentorship, & Training * Business Development & Growth * Event Planning & Management | * Budget Planning & Management * Revenue & Profit Forecasting * Relationship Development * P&L Accountability & Cost Reduction * Inventory Management |

**Career Experience**

Airstreem Pillow, LLC, *Alpharetta, GA*

*Oversee all production, logistics, distribution, and sales operations to drive network expansion, market share growth, and satisfaction.*

**FOUNDER & CEO** (June 2014 to Present)

Direct daily operations for cross-functional teams while holding full accountability over budget development, capital requirements preparation, monthly financial projections, and objective setting.

* Build company from ground-up, establishing manufacturing and distribution frameworks while facilitating the ultimate sale for the Airstreem Pillow product.
* Recognized as **Creator** **&** **Designer** of the Airstreem Pillow, successfully applying for and secure patent in 2018 with trademarks in 2016 and 2018 on behalf of USPTO
* Compile and interpret market analysis and research into impactful sales growth opportunities while enhancing brand positioning and visibility in the global market across multiple online channels.
* Spearhead negotiations with distributors and retail stores to optimize product sales and promotions, working with key clients such as Bed Bath & Beyond.
* Cultivate strategic relationships to optimize overseas productions, resulting in superior product quality.

Raving Brands, Inc. (Monkey Joe’s), *Atlanta, GA*

*Oversee the establishment of two new Atlanta-based franchises with diverse spaces capable of holding highly varied events.*

**FRANCHISE OWNER & OPERATOR** (June 2005 to December 2019)

Hold ownership over daily operations and human resources, including recruitment, staffing, and coaching to build a top-performing team focused on superior customer service, store maintenance, event planning, and facility management. Supervised all aspects of inventory processing and management, scheduling, accounting, and safety management.

* Lead the development and execution of high-impact marketing plans to drive $5M+ revenue growth since inception.
* Managed key creative and brand activities, including creative selection of signage designs and store layout plans.
* Foster meaningful vendor relationships to secure equipment, machines, store supplies, and required maintenance at optimal costs and within strict time constraints.

SER, Inc., *Dulles, VA*

*Oversaw a national sales territory to drive significant growth.*

**NATIONAL SALES EXECUTIVE** (November 2004 to April 2005)

Executed impactful sales strategies in alignment with client and market needs to position territory for growth and expansion.

Cricket Technologies, Inc., *Reston, VA*

*Delivered strategic sales planning for a legal technology company.*

**REGIONAL SALES MANAGER** (February 2003 to October 2004)

Positioned company to secure numerous high-profit business deals with high-profile law firms across the Southeast US.

* Cultivated relationships with law firms across the Southeast region to drive sales growth while providing electronic discovery, forensic, and host services for litigation.

CaseCentral, Inc., *San Francisco, CA*

*Strategized to drive sales growth via sales planning, client prospecting, and revenue forecasting with major law firms.*

**REGIONAL SALES MANAGER** (March 2001 to January 2003)

Spearheaded contract negotiations with Fortune 500 Companies, including FedEx, Unum Provident, and Purdue Pharma.

* Drove a $1.6M+ growth in annual recurring revenue while exceeding sales by 25%.
* Secured business with Atlanta’s largest and most prestigious law firms to forecast a $3-to-4M revenue growth over two-to-three years.

Additional Experience

Intellectual Property (IP) Manager ▪ Enrev Corporation, *Norcross, GA*

Senior Account Executive ▪ WebTone Technologies, Inc., *Atlanta, GA*

New Business Account Executive ▪ AFC Enterprises, Inc., *Atlanta, GA*

Franchise Sales Representative ▪ Cendant, Inc. (Formerly HFS, Inc.), *Atlanta, GA*

Attorney at Law ▪ Ragan, Ramer, & Hawkins, P.A., *Chattanooga, TN*

Attorney at Law ▪ Lawyers Title & Escrow, Inc., *Chattanooga, TN*

**Education & Credentials**

**Doctor of Jurisprudence** Nashville School of Law, *Nashville, TN*

**Bachelor of Science, Marketing & Business Administration** Auburn University, *Auburn, AL*

**Accomplishments, Honors, & Awards**

Management of seven domestic and 39 internationally issued patients.

Successfully closed 14 key franchise agreements at AFC Enterprises to achieve $1.2M+ in revenue.

**Professional Memberships**

**Franchise Advisory Board,** Franchise Advisory Council

**Zoning Committee,** Neighborhood Association

**Special Judge,** City and Juvenile Courts of Chattanooga

**Member,** Big Brothers/Big Sisters

**Campaign Chairman,** Hamilton County Juvenile Judgeship

**Fee Arbitration Chairman,** Chattanooga Bar Association

**Past President/Chairman,** Crimestoppers of Chattanooga

**Co-Founder/Board Member,** The Lionheart School for Children with Learning Disabilities