**Jeffery Merry**

**Curriculum Vitae**

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**Professional Summary**

* Highly motivated and accomplished sales and teaching professional with more than 30 years of business and teaching experience; outstanding command of Management with a strong expertise in Marketing
* Excellent written and oral communication skills demonstrated by the development and implementation of business and marketing plans
* Experience in developing market strategies for products and services
* Expertise in Multimedia presentations
* Experience in Strategic Planning
* Proficient in Database management (Salesforce CRM)
* Excellent people skills

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**Education**

* J.D., (Honors) Atlanta Law School, Atlanta, Georgia, 1993
  + Activities:
    - Worked 40 hours a week to pay for degree while carrying a full academic load
* M.B.A., University of Southern Illinois, Edwardsville, Ill., 1989
  + Management major with concentration in Marketing
* B.A., Mercer University, Macon, Georgia
  + Major Political Science, minor Biology
  + ROTC scholarship

Professional Experience:

* Founded the Business House, inc., a boutique Mergers and Acquisitions firm
* Employed Multimedia platforms and social media to build a brand and market products
* Designed and implemented Business and Marketing plans for privately owned companies.
* Created systems to hire and promote employees

Consulting Experience:

* + Implemented a strategic plan taking a private company to a public offering
  + Provided Marketing, Management, and Human Resource services to privately owned companies with 10 to 50 employees

Teaching Background:

University of North Georgia, Dahlonega, Georgia 2008 to present

* Directed MBA cohorts in working with local businesses to research and develop new products and/or services
* Developed a cost and efficiency model with cohorts to reduce waste within Tupperware’s fulfill automation
* Taught Principles of Marketing: Used case studies to emphasis the learning objectives and required teams to draft and implement marketing plans with selected local businesses
* Taught Principles of Management; Managing in the Global Environment, Decision Making, Human Resources, Change and Innovation, Motivating Employees, Leadership, and Communication

American InterContinental University

* Senior Instructor: Taught the capstone class for graduating MBA’s
* Taught Financial Management:
  + Modeled the impact on differing monetary systems globally for its impact on a multinational company
  + Developed plans of action for management to use funds efficiently to accomplish the objectives of the organization

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Corporate Experience:

* Sales Management: Directed a sales team of 40 plus reports
* Channel Management: Managed 90 independent and multi-location chains of industrial distributors
* Product Manager: Managed all facets of a 200 million dollar industrial product line
* Marketing Manager: Researched and received capital investment for a new product offering from conception to product launch in 18 months
* Market Research Manager: Controlled the manufacture and importation of residential and industrial ground fault interrupters in order to balance the elasticity of demand
* Regional Sales Manager

Awards and Honors:

Awarded top professional in state association for Mergers and Acquisitions for the prior 15 years

Lecturer for the International Business Brokers Association on Marketing and Enterprise

Member of Executive Board at University of North Georgia Dahlonega, Georgia for the startup of an Enterprise curriculum in the Business School

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**Publications**

“All companies are saleable” *The Atlanta Business Chronicle*

“Marketing yourself” *International Business Brokers Association Manual 2001*

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**Awards and Honors**

Million Dollar Club, Georgia Association of Business Brokers, Top Broker many years, and recipient of the Phoenix Award for being a million-dollar seller for 17 years.

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**Community Involvement/Outreach**

Scoutmaster: 20 plus years

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**Professional Memberships/Affiliations**

Georgia Association of Business Brokers, 1992-2018

Past President, Board member, Education Committee 2005-2015

International Business Brokers Association

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Licenses

Real Estate Broker, Georgia, Florida, North Carolina