

MICHAEL D. BROWN

Georgia, US

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Senior Managing Partner

Demonstrated success in developing, leading, and coaching diverse in-person and virtual teams. A cross-functional integrative leader with exceptional communication and people skills. Strategic at building and mentoring high-performing teams that achieve individual and organizational goals. Laser-focused and ready to deliver high-impact results in a VP/Director level sales leadership role. With an organization seeking to unlock the ultimate potential of employees, partners, customers, prospects, and the top and bottom line. Track record of creating fit-for-purpose and competitive processes and procedures that decrease costs, improve productivity, and increase profitability. Proven ability to align strategy and operational initiatives, customer experience, vision, and goals. Adept at developing and executing a best-in-class current and future talent and customer experience.

AREAS OF EXPERTISE

- Strategic Planning
- P & L Management
- Training Development
- Competitive development
- Sales and Marketing
- Commercially focused
- Accelerated Enterprise
- Stakeholder management
- Strategic Directions
- Process Improvements
- P & L Profitable Growth
- Competence development

“Michael has an amazing combination of technical and people skills. He has exceptional business acumen and possesses a unique ability to bring out the best and fullness of others - through his focused coaching and integrative leadership.”

Patrick Thornton, Director, McDonald’s Corporation

SELECTED CAREER HIGHLIGHTS

- ✓ **Launched, led, and coached in Consultative and Challenger Selling to 285 internal General Managers, Sales Team Leaders, Regional Managers, District Managers, and 400 Distributor Partners.** This selling process resulted in receiving recognition from leading Industrial companies and major airlines for significantly reducing their repair and maintenance costs, labor reduction, increasing operating uptime, and contributing to their sustainability target- by reducing overall consumption of products, energy, and water.
- ✓ **Recognized by Sales Executive Council for top 5% leadership skills among peers across the world** and from Fortune 500 companies, most consecutive quarters (6) among Global Sales Team Leaders for most active and impactful coaching.
- ✓ **Identified 10 different cost-saving and process inefficiencies** that led to 9% increase in margin, 11% increase in basket size purchases, and 23% decrease in labor cost.
- ✓ **Successfully led the Salesforce CRM change, coaching, engagement, and implementation strategy for 2500** sales team members and leaders in the Americas.
- ✓ **Recognized as Americas Coach of the year** for 3 consecutive years.
- ✓ **Achieved 8 consecutive years of top quartile leadership ranking** among top Global Company leaders.
- ✓ **Generated \$800M in revenue** by directing performance of 140 retail sites and 1,000 employees with 4 business models.

PROFESSIONAL EXPERIENCE

GLOBAL RECRUITERS OF BUCKHEAD | ATLANTA, GA

2022 – Present

Senior Managing Partner

- Responsible for creating talent strategies, and driving the full end-to-end executive recruitment process including client management, search strategy development, candidate assessment, offer negotiation, and executive onboarding facilitation.
- Lead the practice in setting strategic goals and objectives, supervising daily activities, monitoring performance, and driving business growth.
- Bring powerful thought leadership and research to consult with clients on complex issues and apply human capital strategies and solutions to ensure best-in-class solutions.
- Provide commercial growth and business development strategies aimed at delivering top and bottom long growth.

PROFESSIONAL EXPERIENCE – Continued

THE FRESH RESULTS INSTITUTE | ATLANTA, GA

2017 – 2022

Chief Revenue Officer (2021– 2022), Senior Independent Director (Board Member 2017-2022)

- Laser-focused on accelerating revenue growth, enhancing and deploying the sales playbook, leading alignment and integration between sales, marketing, training, and consulting stakeholders, and solidifying The Fresh Results Institute, Inc. as the industry leader in providing consulting, coaching, and training. In the areas of revenue growth strategies, leadership development, competitive customer & employee experience creation and execution, and personal & business branding.
- Delivering targeted and exponential quantitative and qualitative value to entrepreneurs, educational institutions, Military, government, small business owners, non-profits, and corporations. While positively impacting the local communities and the global society.
- Increase top-line revenue by 68% within the first six months of assuming the role of Chief Revenue Officer
- Recognized for streamlining processes and product offerings by utilizing a customer feedback and assessment process to build customer-focused products and services.

SHELL OIL | HOUSTON, TX

2007 – 2022

Americas General Manager - Shell Aviation Lubricants (2017 – 2022)

- Led diverse team of 8 outside sales leaders, business development managers and a distributor network of 144 (including automotive and aviation) covering 42 countries.
- Delivered MM\$ global P&L, developed business plans to maximize revenue and OI – leveraging analytics, data and insights, top and bottom-line growth to organization and Distributor Partners.
- Oversaw world-class aviation portfolio of turbine, piston and engine oil, greases, fluids, resources, and solutions to ~5K end-users in General Aviation, Commercial Aviation, and Industrial.
- Delivered integrative leadership to sales, forecasting team, marketing, technical, technology, distributor partners, customer support, finance, supply, and OEM teams leading to top tier customer satisfaction scores and top-line growth.
- Hand-chosen by the President and Senior Vice President to assume this progressive and expanded leadership role.

Sales Excellence Manager - Latin America and Caribbean Macro Distributor Market / North America (2013 – 2017)

- Provided high-impact coaching and consultancy to the broader Macro Distributor network.
- Delivered proactive assessments, training, and development to internal management team.
- Supported commercial KPI deliverables of the LATAM Market: 35 countries on 4 different entity platforms, 200 mln liters/year, \$450M sell in proceeds and net Margin of \$100M, 27 direct staff, and 600 indirect FTEs.
- Implemented 1 team approach (sales, senior & executive leadership, marketing, technical, supply chain and finance) executing a bold vision effectively utilizing tools, pipeline management and customer service delivering \$1B in revenue.
- Selected by the senior leadership team to take on a global change leadership role based on the proven track record of delivering customer and people-centric, fit-for-purpose, sustained, and profitable change across the enterprise.
- Led the Salesforce CRM change, coaching, engagement, and implementation strategy for 2500 sales team members.

Regional Sales Manager (2010 – 2013)

- Agreed, monitored, and achieved individual and team sales targets for new and 2.5K existing customers and accountable for overall team performance.
- Collaborated with sector / key account leaders to ensure proper implementation and support of strategies, initiatives, and national account plans.
- Developed and enhanced relationships with top 25 regional accounts with appropriate levels of national accounts.
- Coached and provided guidance to a team of 12 DMs in North Carolina, South Carolina, Florida, Georgia, Louisiana, Mississippi, and Alabama meeting development goals and exceeding team targets, delivering \$175M in profits.

EDUCATION, TRAINING, CERTIFICATIONS, & TECHNICAL PROFICIENCIES

Master of Business Administration (MBA), Global Management, University of Phoenix, Phoenix, AZ**Bachelor of Business Administration (BBA)**, Management, Jackson State University, Jackson, MS

University of Phoenix, Master of Business Administration in Global Management

Jackson State University, Bachelor of Business Administration Management

Challenger, Sales Training & Sales Coaching

Shell Oil Global Commercial, Sales 1st Coaching Certification & Sales 1st Coach-the-Coach Certifications

Gartner, Challenger Selling, Challenger Coaching Certification, & Challenger Coach-the-Coach Certifications

Salesforce CRM Coaching & Ambassador Training

Zoom, Skype/Teams, Asana, Google Suite, Adobe, MS Office Suite, and Salesforce CRM

PROFESSIONAL ASSOCIATIONS, AWARDS, & COMMUNITY INVOLVEMENT

National Association of Convenience Stores – Member

National Minority Supplier Development Council – Certified Minority Business Enterprise

The Fresh Results Institute, Board of Directors - Senior Independent Director, Chief Revenue Officer

Prairie View A&M School of Business Advisory Board, Advisory Member, Advisor to College of Business Dean

Prairie View A&M School of Business, Visiting Professor, Executive in Residence

National Black MBA Association, Life Member

Jackson State University Alumni Association, Life Member

National Speakers Association, Professional Member