

# ROBERT "BOB" BROWN

Strategic Leadership | Relationships | Growth

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Austin, TX



## SUMMARY

Resourceful strategist focused on discovering opportunity, creating value, and driving revenue. Bob is a proven leader and constant learner with 12 years of proprietary education as a business owner and chief executive. He is passionate about creating transformation and building winning teams, alliances, and large ROI's. Highly experienced at accelerating growth for a broad spectrum of SMB and Fortune 500 businesses.

## EXPERIENCE

### Founder, President

#### AdVerve, LLC

01/2010 - Ongoing Austin, TX

Advertising Agency

- Built agency from nothing to over \$2.5 million in annual billing.
- Champion all customer acquisition, marketing, and relationships.
- Design and deliver integrated media campaigns that connect brands with customers in 50 markets (achieving more than a 10x, 1,000% ROI).

### Co-Founder, VP of Sales

#### Motiliti, Inc.

11/2007 - 12/2009 Austin, TX

Digital Marketing Agency

- Co-developed digital marketing SaaS product that improved client conversions by +200% and personalized all targeted communications.
- Doubled YOY sales by using our new "Search to Sale" digital marketing process and increasing existing contract totals.

### General Sales Manager

#### Latin America Broadcasting (LAT TV)

08/2005 - 11/2007 Austin and San Antonio, TX

International Spanish language TV network

- Launched new Austin and San Antonio stations-achieved profitability in 16 months while building company's #1 revenue generating team.

### Director of Sales

#### Time Warner Cable (Media Sales Division)

03/2003 - 06/2005 Austin, TX

Cable Television Provider/News 8 Austin

- Pioneered new demand generation sales programs and national pipelines with partner news channels in TX, NY, FL, and NC.

## ACHIEVEMENTS



### Building 3 start-ups and a NPO.

Vision proceeds strategy and execution.



### Raising and developing dozens of excellent leaders and cultures.

You win with people. Invest to be best.

## STRENGTHS



### Connecting with people

Making the jump from data to the realm of imagination, relationships, and results.



### Discovering opportunity

Finding better ways to create value, drive revenue, and make emotional connection.



### Leading from core values

Integrity, empathy, innovation, and unforgettable customer service.

## PASSIONS



### Keeping myself inspired and inspiring others to excellence.



### Constant learning and optimization.



### Systematic thinking & storytelling.

## EDUCATION

### Bachelors in RTVF

#### Texas Christian University

Fort Worth, TX

- Internship: NBC Universal Media, KXAS-TV