



Fractional Executive, Business & Sales
Development Consultant

LISA XIMENEZ

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PROFILE

As the creator of Discover Your Flow, a business development and personal success program, I guide teams to achieve Balance and Success in Business and Life. As a versatile and driven executive with expertise in business development and with a passion for personal wellness, I have the ability to translate client needs into tangible solutions, through strategic planning and analytical problem-solving. With a keen aptitude for analyzing personal and professional needs, I can create an effective and balanced plan for success. As an articulate communicator, engaging presenter, and champion of cross-functional teamwork I create a clear path to success.

AREAS OF EXPERTISE

- Multi-Channel Integrated Marketing
- Business Development Initiatives
- Consultative Sales Management
- Cross-Functional Teamwork & Collaboration
- Creative Brand Development & Innovation
- Revenue Generation & Growth
- Full Life Cycle Project Management
- Customer Service & Retention
- Manage Planning, Execution & KPIs
- Organize Process Improvements
- Market & Competitive Intelligence
- eCommerce Direct-to Consumer Sales
- Innovative Product Development & Launch
- Budgeting, Cost, Revenue & ROI Oversight

EDUCATION & CREDENTIALS

B.A. Business Administration & Marketing
San Diego State University

PERSONAL INTEREST

Passionate about living a balanced life through Family, Friends, Fitness, Food and Fast Cars!
Focusing on Health, Happiness and Success!

PROFESSIONAL EXPERIENCE

FRACTIONAL EXECUTIVE, BUSINESS & SALES DEVELOPMENT CONSULTANT

Southern California (Remote)

2016 – CURRENT

Specializing in building brands, images, and influence. With a proven track record as a Promotional Business Development Executive (Management, Sales, Marketing, Backend Streamlining, and Client/Customer Experience), I guide teams, and companies through professional growth opportunities.

- Develop your ideal markets and cultivate your ideal clients
- Build market relevant brands and strategic partnerships
- Invest in your company and your people
- 25+ years' experience in the Promotional Product / Specialty Advertising industry

GODDESS OF GADGETS – Los Angeles, CA

Southern California (Remote)

2000 – 2016

Sales & Marketing – Founder

Leverage extensive career expertise to deliver end-to-end: invent, design, develop, and launch an innovative consumer household brand, specializing in everyday home, health, and family needs. Define vision, direct creative content, and design elements, administer full life cycle product and project management, sales, marketing and cultivate relationships with customers, clients, stakeholders, strategic partners, suppliers, vendors, and distributors.

- Generated revenues with an average 25% YOY growth rate
- Omnichannel approach – meeting customers in their shopping comfort zones
- Inventing products to serve unfulfilled consumer needs

RT MARKETING (Promotional Product / Specialty Advertising / Licensing)

Southern California (Remote)

2000 – 2016

Marketing & Sales – Founder

Primary strategist in global marketing, sales, promotions, creative direction, market growth, contract negotiations, budgeting, full P&L accountability, branding, and image directives. Compiled and analyzed resources to brainstorm tangible solutions for clients. Created marketing partnerships with many highly visible brands such as: *James Bond/007, OPI, Avon, Aston Martin, Heineken, Omega, Jaguar, Smirnoff, Disney and Sony*. Crafted marketing programs to generate new revenue streams, boosted brand reach, distribution footprint and exposure to clients in more than 80 countries.

- Developed an extensive product marketing portfolio for many Fortune 500 Companies
- Collaborated with James Bond/007 partners for worldwide marketing launches
- Generated merchandise sales of \$10M annually