

# CHRISTOPHER DENNEN, PHD

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## PROFESSIONAL PROFILE

**Visionary General Manager** with broad-ranging executive-level experience in **Marketing, Operations, and Human Resources**. Track record of successfully turning around under-performing operations, and profitably managing projects up to \$40M. PhD in Science Education facilitates ability to identify quickly the needs of the consumer, and design systems, processes, and marketing programs to meet their diverse needs. Technologically savvy including e-Commerce. Specific strengths include:

- Performance Improvement
- Revenue Growth
- Product Development
- New Business Development
- Strategic Planning
- Training & Development
- Science & Technology Marketing
- P&L Management
- Organizational Effectiveness

## SELECTED EXPERIENCE

Innovative Healing, Inc., Asheville, NC

2005 to Present

### General Manager

Turned around operation to generate positive revenue within 12 months for operation previously operating in the red for 8 years.

- **Marketing:** Designed and implemented several successful multimedia web sites. Created and launched automated internet marketing systems that increased revenue 400% in 18 months.
- **Operations:** Restructured business to include three separate entities to capitalize on separate monetization opportunities. Integrated automated online systems, office-based systems, and business operations into a seamless operations environment.
- **Human Resources:** Hired, trained, and supervised staff, re-structuring organization so operations are self-sufficient. Created strong support infrastructure thereby allowing principal to maximize consultative billing hours, while simultaneously developing individual strengths of the professional staff.

Adventure of The American Mind, Asheville, NC

2002 to 2005

### National Director

- **Marketing:** Oversaw program expansion to nine states. Managed relationships with 24 universities, the Library of Congress, 10 Congressman and Senators, and Board of Directors
- **Operations:** Redesigning existing program resulting in an 800% increase in efficiency.
- **Operations:** Efficiently managed financial budget of \$40M.
- **Human Resources:** Hired and trained national staff, creating a high-performance team of professionals.
- **Human Resources:** Redesigning the program for greater flexibility and designed training program for local Program Directors.

McPeak Media, Fairfield, IA

1999 to 2001

### Regional Director

- **Marketing:** Marketed radio research and buying services throughout the US and Canada by educating ad agency account executives.
- **Marketing:** Created proposals and radio advertisements, resulting in significant recruitment success for clients. Increased the customer base from 27 to 250.
- **Operations:** Managed broad-scoped operations that included clients such as IBM, Xerox, Sprint, Coca-Cola, Web MD, and Allstate. Designed and implemented office procedures and customer tracking systems.

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American Gas Marketing, Fairfield, IA 1994 to 1998

## Senior Broker

- **Marketing:** Brokered gas contracts between 250 natural gas companies.
- **Marketing:** Top performing broker with over \$200M in annual contracts.
- **Operations:** Clients included Mobil, Exxon, Texaco, Enron, and Pacific Gas & Electric.

Enlightened Audio Designs, Fairfield, IA 1993 to 1994

## National Sales Manager

- **Marketing:** Directed North American sales for high-end audio components manufacturer.
- **Operations:** Managed network of 80 retail dealers.

Boss Logic, Fairfield, IA 1991 to 1992

## National Sales Manager

- **Operations:** Managed sales for document management software development company.
- **Marketing:** Trained resellers and sold directly to major accounts.
- **Marketing:** Developed all sales and marketing materials.
- **Human Resources:** Developed training certification system.

Corporate Education Resources, Fairfield, IA 1985 to 1991

## Vice-President, Product Development

- **Marketing:** Managed development of all products for human resource planning software development company.
- **Operations:** Delivered fully debugged product upgrades on time, for the first time in company history.

Vice-President, Sales & Marketing 1989 to 1991

- **Marketing:** Managed North American sales, held responsibility for generating \$2M in annual sales.
- **Operations:** Extensive General Manager responsibilities, including supervision 35 employees.
- **Human Resources:** Successfully recruited and trained new distributors during an economic recession, and with increasing competitive pressures.

Director, Training & Consulting Services 1985 to 1988

- **Marketing & Operations:** Consulted with more than 200 major corporations including 3M, Kodak, General Dynamics, Marriott, and Motorola. Grew this LOB from zero to 33% of total business.
- **Human Resources:** Created all training and consulting programs.

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## EDUCATION

- PhD in Science Education, Florida State University, Tallahassee, FL, 1985
- MS in Science Education, Florida State University, Tallahassee, FL, 1980
- BA in Education & Communication, Maharishi International University, Fairfield, IA, 1978