

GARY L. HENDRICKS - CHIEF REVENUE OFFICER

625.555.4255 - Atlanta, GA

garyl@gmail.com - www.linkedin.com/in/revofficer-334s

Sharpened Market Edge in Aggressive, B2B & B2C Telecom Markets Competitive Intelligence & Transformational Changes in \$25B Business

Record-Breaking Market Share | **Retail & Online Wins** | **#1 in Customer Acquisition**

Strategic thinker and energetic customer champion offering groundbreaking growth record in massive sales and marketing operations. Delivers rapid turnarounds and innovation in multi-channel settings (retail stores, enterprise-SMB, online, indirect partner), with direction for 2,700+ reports supporting 31 million customers.

Shattered Growth Records at AT&T By Closing Gaps Between Vision & Execution

Market Demand

Customer Loyalty

Real-Time Metrics

- Expanded AT&T NE Area revenue 41% – boosting collaboration and creating competitive data used to create **#1 industry market share gains**.
- Increased customer retention 12% in 2 years, monitoring daily channel interactions (store, B2B, partner, service) for **36% rise in EBITDA**.
- Boosted sales to 395%**, influencing consumer behavior & market demand.
- Bumped regional gross sales up 18% QoQ and gross installs 38% QoQ, with **18.6% annualized revenue growth**.

Generated #1 Revenue & Customer Churn Metrics for 16 Straight Quarters

Customer Acquisition	Market Intelligence	Bottom-Line Gains	NPS Expertise	Executive Roles
#1 in Net Customer Additions Nationwide, Besting Verizon	17-Point Lead Over #2 Competitor Using Market Intelligence	20% Ad Budget Savings With Concurrent 41% Revenue Increase	1 st Net Promoter Score Pilot Company-Wide (Adopted Across US)	Marketing & Sales Operations VP in \$25B Business Unit

Professional History

NewCom Group

Improved revenue and market presence at \$2B fiber network provider serving carriers, content players, arenas, & cities.

Chief Revenue Officer, Eastern Region | **2015–Present**

P&L Authority for \$500M Equity Value Business & \$70M CAPEX in \$1.5B BU (82% EBITDA Margin)

Generated Strong Increases, Including 18% QoQ Results (#1 Firm-Wide) & 15-Point Rise in Close Rate

Countered growth challenges, increasing revenue in regional fiber markets as sole externally recruited CSO. Administer team chartered with all marketing (product, e-commerce, brand support, sponsorships), commercial terms, customer engagement, operations, business development, legal terms, and fiscal results. Established regional structure including targets, take rates, sales tools, pricing, and go-to market plans.

New Market Intelligence & Post-M&A Opportunity

- Expedited access to revenue opportunities with Webmap tool as new competitive intelligence resource; won deals in target healthcare, municipal, and education verticals (U of VA, Atlanta Public Schools, City of Park).
- Led synergistic \$32M equity value gains from 2nd largest acquisition in firm history.

AT&T

Ignited revenue growth via impact to business sales, retail, marketing, and partner relations at #1 US telecom provider.

SVP Marketing & Sales Operations (CMO), Northeast Area | 2011–2015

Direction for 300-Member Team & \$25M Budget (Indirect Authority for \$500M Total Spend) in \$25B Business Unit Supporting 31+ Million Customers in 11 States, Plus 8 Product Lines, Partners, & CRM

Led AT&T in Total Revenue / Customer Churn for 16 Quarters: 17% Growth & 48% EBITDA Margin

Reinvigorated Marketing and Sales Operations, rebuilding collaboration with regional, HQ, and cross-functional groups; increased efficiency, cut rework, and improved results against KPIs. Led agent negotiations, sales incentives, training, and marketing, plus systems-network conversions. Sponsored millions in CAPEX store budget.

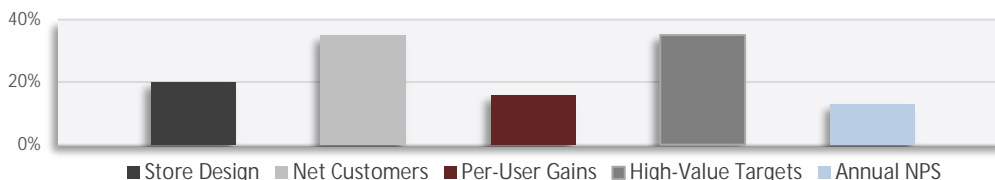
Performance Across Stores, High-Opportunity Markets, & B2B Settings

- } Grew revenue 41%, with 17% rise in customer acquisition, from restructuring and focus on risk-taking, partner alliances, and innovation. Eliminated redundancies with flat management structure.
 - § Supplied real-time metrics (adopted in 2,000 US stores).
- } Increased sales 20% from New Store Design changes; cut costs with distribution channel transitions.
- } Rolled out collateral touting ROI (network coverage, speed, service); shared learnings across B2B sales. Identified lucrative growth markets.
- } Delivered 22% YoY increase from competition, displacing contenders in high opportunity markets.

Achievements Snapshot

- § 125%+ of Goal: New Accts & Strategic Products
- § Yearly Increases in Net Promoter Scores
- § Salesforce Deployment With No Sales Interruptions
- § First New Store Design Launch Company-Wide

“Passionate about winning – with integrity – I look at all angles to fully understand the opportunity.”



Regional President, Chicago & Midwest Region | 2008–2011

Directed 2,200 Total Reports in \$1.7B Business, Supporting 2.3 Million Customers Headed Sales, Marketing, Cross-Channel Distribution, Store CAPEX, Network Investment, Cost Control, & Service

Shaped Cultural Change, Eliciting #1 Customer Growth Company-Wide (34%) & 44% EBITDA Margin

Outpaced region growth records, driving lasting gains in market share, product adoption, revenue growth, customer retention, service, and acquisition by transforming culture to emphasize customer-centric behaviors. Won President’s Cabinet award for sales and NPS results. Led seamless Media Wireless and Altel integrations.

Marketing & Performance Benchmarking Strategies

- } Increased high-value customer share to 78% from 29% in IL, focusing on post-paid accounts with segmented marketing. Led US in 2010 sales results against budget.
- } Added 35% net customers – rebuilding leadership teams and analyzing front-line actions. Coached staff to focus on loyalty.

Sales & Leadership Accolades

- § #1 YoY Customer Satisfaction / Experience NPS
- § Top US 4G, Broadband, & Data Access Metrics
- § 639,000 Customers Gained W/M&A Integration

AT&T (Continued...)

Director Retail Sales, Carolina & Tennessee Region | 2007–2008

*Supervised 1,500 Employees Supporting 2 Million Customers Throughout 158 Company-Owned Sites
Administered Store Portfolio & Capital Allocation for New Site Selections, Retrofits, & Closings*

Attained #1 Rankings in Net Customer Additions, Rate Plan Generation, & Other Sales Metrics

Led team to next-level success against existing Top #3-#5 rankings, creating strategies for increased momentum and implementing Net Promoter Scores key to improved team effort; held broad authority for customer-facing and revenue growth challenges in retail SMB channel. Conveyed real-time metrics pivotal to Customer Additions.

First-Time NPS Use Across The Company, With Results From New Sales Tool

- } Launched Net Promoter Score initiative with District Manager, working with Regional President and HQ for retail store deployment. Built training program.
- } Built frontline headcount analysis tool (still in use) key to staffing forecasts across 158 stores.

Director Training Operations & Marketing Communications, South Area | 2003–2007

Led Curriculum Development, Delivery, & Marketing Communications for 10,000 Employees in 11 States

Built 1st Combined Structure Adopted Firm-Wide; Reached #4 in Training Magazine Top 125 Organizations

Early Career Experience:

Director of Retail Sales, Chicago / Midwest Region, 2001–2003

Director of Indirect Distribution & B2B Sales, Central Texas Region, 2000–2001

Earlier Roles at AT&T Predecessors Contel & GTE

Education

Bachelor of Arts in Business Administration
University of Wisconsin, Madison

Professional Affiliations

Advisor

Blackstone Entrepreneurs Network (CO Entrepreneur, Growth Firm, & Community Partner Connections)

Ninja

QuarterHealth (Startup Advisory Conferring With Impact CEOs on Health Issues)

Past Board Member

Greater Chicago Partnership
Chicago Technology Center
Chicago Area Animal Shelter