

Andrew Granite

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“Inquisitive, collaborative, and ready to approach a problem with a wide variety of “fire-tested” techniques, Andrew provides leadership, innovation, and a “will-do” attitude (as opposed to “can-do”).

Robert Samuel, CEO, Internet Inc.

Sales and Marketing Senior Executive with demonstrated achievements driving organizational growth in startup, turnaround, and continuous improvement environments. High integrity leader with strong understanding of business needs who merges a process-oriented approach with technology to develop efficient, lean, and profitable companies. Manage, empower, and motivate internal and external stakeholders through effective communication and decision making skills. Earned MBA from Loyola College.

Areas of Expertise

- Financial data & root cause analysis
 - Process design and implementation
 - P&L management
 - Customer acquisition & retention
 - Business intelligence
 - Marketing campaigns
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PROFESSIONAL EXPERIENCE

INTERNET Inc., Baltimore, MD

2006–Present

President, Sales and Marketing (2011–Present)

VP, Sales and Marketing (2006–2011)

Hired by CEO to develop and oversee clearly defined digital marketing campaign that supports consistent business growth and expense control. Responsibilities include e-Commerce marketing, P&L management, business plan development, and performance and root cause analysis.

- **Key participant in startup venture of online direct-to-consumer product marketing company.**
 - ✓ Researched consumer buying trends, creating niche market brand that differentiated company from larger-market share competitors.
 - ✓ In four years, increased sales from zero to more than \$3M. Optimized keyword online advertisements via Google and Bing search engines and developed new products to meet consumer demands.
 - ✓ Collaborated with CEO in deployment of digital marketing strategy that included site analytics, SEO, SEM, market research, competitive analysis, and site functionality.
 - ✓ Reduced advertising expenses by minimizing paid search fees to achieve pre-determined ROI of 3.3%.
 - **Created Business Process Model to ensure business continuity and identify potential areas of opportunity.**
 - ✓ Resolved logistical and delivery time issues and improved product-return-rate from approximately 15% to less than 5% through design and implementation of “end-user friendly” widget.
 - Generated business plan and solutions to offset potential losses. Used *what-if analysis* to anticipate and manage risk caused by reimbursement delays from channel partners.
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CARSFORYOU, Towson, MD

1998–2006

General Sales Manager

Recruited by General Manager of struggling car dealership to mitigate product and revenue losses, restore market share dominance, and improve staff training and retention. Developed and managed 40 direct reports and monthly advertising budget up to \$200K. Responsible for inventory analysis and supply chain management of products valued from \$3M to \$10M.

- Controlled spiraling inventory levels and costs by using manufacturers' data inventory programs and visual inspections to analyze root causes and implement Corrective Action Plans.
 - ✓ Decreased inventory levels 39% and days-in-inventory from 130 days to less than 45 days.
 - ✓ Revised ordering process to match actual consumer demands and substantially trimmed existing inventory through special discounts and partner alliances.
 - Strategized and integrated anti-fraud initiatives to correct excessive losses from wholesale and used cars' inventory. Restructured buying process, restoring profitability of used car operations.
 - ✓ Reduced wholesale losses of \$30K-\$40K monthly to zero.
 - Achieved preferred dealer status with existing lending institutions, cultivated relationships with additional lenders, and reduced repossession / delinquency rate to less than 1.0% by ensuring compliance with Truth-in-Lending requirements.
 - Built knowledgeable, motivated, and engaged staff. Restructured job descriptions and staff assignments based on 1:1 dialogues and identification of individual's skillsets.
 - ✓ Within 90 days, reduced staff turnover rate by 92%.
 - Developed and implemented employee incentive program based on improved training and performance. Trained staff to use additional features of CRM, including personalized customer follow up messages.
 - ✓ Increased per-car profits 43%. Raised customer satisfaction ratings from ~83% to 97% in three months.
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MILITARY SERVICE

Received Honorable Discharge

E4 Supply Specialist & Armor Crew Member, U.S. Army, Fort Bliss, TX, 1993

EDUCATION & TRAINING

MBA, Loyola College, Baltimore, MD, 2000

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION, Towson University, Towson, MD, 1997

Focus in Project Management and e-Commerce

Graduated with honors and #2 ranking

Completed recent coursework in: *Business Intelligence, Business Professional Experience, Business Process Management, Six Sigma, Cost Accounting, Advanced e-Commerce, New Product Development, and Strategic Management.*

TECHNOLOGICAL PROFICIENCIES

Microsoft Office – Excel / Excel Miner, Word, PowerPoint, Outlook, Visio, Project 13

Bizagi Business Process Management software | Google AdWords Editor, Google Analytics