

Patrick Stephens

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SUMMARY | *Personally-invested business partner and troubleshooting coach who's passionate about helping you develop strategic, distinctive business plans and solutions tailor-fit to achieving your growth and development goals.*

Strengths Finder: Empathy, Developer, Relator, Intellection, and Individualization

EXPERIENCE | Stephens & Associates

Account Director | Director of Business Development | Leadership Team Member
April 2015 – January 2021 | 7 yrs

Account Director Specific to New Business Accounts

- Clients: Animal BioScience, Garmin, KVP International, SentrX Animal Health, VetCS, Zomedica
- Developed trail-blazing overarching business and growth strategies in highly competitive animal health segments and managed them through to execution
- Defined benchmarks for key strategic imperatives and implemented them into actionable, results-driven, cross channel tactics: Print, digital, product, business
- Nurtured client-agency relationships into trusting marketing partnerships
- Matched team member strengths with strategy execution while promoting teamwork, collaboration and personal investment

Director of Business Development

- New business development and client growth and retention, including defining market opportunity, acquisition and expansion strategies across channels
- Applied strategies to company product development and forecast management
- Guided agency positioning and focus to drive interest among key business categories with emphasis on relationships, start-ups, emerging markets and marketing insights
- Identified key technologies, products and businesses for acquisition
- Database management and lead generation

Leadership Team Member

- Help defined agency mission, vision and values, working directly with department heads to maintain productivity and positivity. Developed growth plans and forecasts for existing book of business

Account Supervisor

April 2011 – April 2015 | 4 yrs

- Clients: Companion Animal Parasite Council (CAPC), Veterinary Products Laboratories (VPL), Kemin Industries, Hannah The Pet Society, Vetel Diagnostics, Mazen Animal Health, Kansas City Animal Health Corridor (KCAHC)
- Lead development of strategic marketing plans, applying the consumer journey and multi-channel marketing system to drive tactical solutions
- Worked collaboratively with agency services (Creative, Digital, PR, Production and Media) to deliver projects on time and in budget
- Brand stewardship across multi-channel marketing avenues
- Lead competitive intelligence efforts on key market sectors

Account Coordinator

April 2008 – April 2011 | 3 yrs

- Clients: CareCredit, Summit VetPharm, Virbac, Novartis
- Managed tactical projects and ensured projects delivered on set strategies
- Lead weekly client status calls
- Fulfillment management
- Tradeshow management

EDUCATION | University of Kansas

Bachelor of Arts – Personal and Community Health

Kansas State University

Master of Arts in Teaching – Elementary K-6

SPECIALTIES | *Planning and development, project management, budgetary planning and reconciliation, cross-functional team leadership, category expertise in animal health and human life sciences, leadership and consulting for start-ups.*

REFERENCES | Available upon request