

GEOFFREY HOLTON

CONTACT



(404) 822-7971



geoffholton@jccc.edu



Lenexa, KS 66220

SKILLS

- Organizational leadership
- Integrity and ethics
- Strategic visioning
- Staff management
- Leadership team building
- Operations management
- Business development
- Decision-making

PROFESSIONAL SUMMARY

Strategic leader with expertise in business development and organizational leadership, skilled in cultivating partnerships and driving growth. Proven ability to analyze market trends and lead cross-functional teams to enhance operational efficiency.

EXPERIENCE

February 2012 - Present

President, Chief Culture Officer

Sassafras Marketing, Lenexa, KS

- Cultivated partnerships with key stakeholders to drive business development and growth opportunities.
- Spearheaded cross-functional teams to streamline project execution and improve operational efficiency.
- Analyzed market trends and consumer insights to inform strategic decision-making processes.
- Created vision and strategic priorities that aligned with goals and visions of organization.
- Implemented community outreach strategies, enhancing goodwill with public.

February 2003 - Present

Vice President of Business Development

Sassafras Marketing, Lenexa, KS

- Cultivated strategic partnerships to enhance market presence and drive revenue growth.
- Identified emerging market trends, creating targeted initiatives to capitalize on new opportunities.
- Oversaw the development of value propositions that resonate with target customer segments.
- Facilitated negotiations with key stakeholders to secure advantageous terms and agreements.
- Collaborated with marketing to refine messaging and optimize outreach efforts for maximum impact.

September 1997 - January 2003

Product Manager

Harcros Chemicals, Atlanta, GA

- Conducted market research to identify customer trends and inform product development initiatives.
- Analyzed user data to refine product offerings and enhance overall customer satisfaction levels.

- Maintained close relationships with customers, vendors, partners and other stakeholders throughout product cycle.
- Monitored customer feedback, market trends and industry best practices to inform product strategy.
- Identified potential opportunities for improvement in existing products and developed strategies to capitalize on them.

August 1995 - September 1997

Product Development Chemist

Harcros Chemicals, Kansas City, KS

- Developed innovative product formulations by integrating market research insights and customer feedback.
- Led troubleshooting efforts for product development challenges, facilitating timely resolutions and continuous improvement.
- Evaluated physical characteristics such as color, texture, viscosity, pH level. during product development.
- Maintained accurate records of all experiments conducted in order to facilitate traceability.
- Reviewed scientific literature relevant to assigned tasks in order to stay abreast of advances in the field.

EDUCATION

Bachelor of Arts (B.A.) in Chemistry

University of Kansas, Lawrence, KS, US