

Kenyon Blunt

CEO

Tulsa, OK 74133

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Work Experience

Growth Consultant, Former CEO, Author

Kenyon Blunt, LLC - Tulsa, OK

August 2012 to Present

I've been consulting with owners of small and medium-sized businesses to grow their companies and get unstuck. I've led owners and teams to develop strategic and tactical plans. I've coached my clients and held them accountable for results.

CEO

Sigma Marketing Group - Rochester, NY

2007 to 2012

Rochester, NY 2007-2012

Analytics and database marketing company specializing in delivering improved ROI in all 1-to-1 channels.

Annual sales revenue: \$12 million

CEO

Led turnaround of marketing services provider. Implemented strategic initiatives to transform the company:

- ✓ Executed new business development process
- ✓ Standardized and created new product offerings such as the Customer Intelligence Hub combining on-and offline data
- ✓ Initiated Topgrading to create a superior management team
- ✓ Slashed operating expenses and debt
- ✓ Implemented new processes for recruiting, strategic selling, client development, executive coaching and profit planning

Key Accomplishments

- * From near insolvency and a negative net worth, company has robust balance sheet and income statements
- * Net profits have improved from significant losses to 20% profit margins
- * Debt has been cut to nearly zero
- * Forrester Research recognized Sigma as one of the best smaller marketing services providers
- * Company has improved from 45% to 90% "A" players according to Topgrading criteria

Principal

Oklahoma Business Advisors - Tulsa, OK

2003 to 2007

Tulsa, OK 2003-2007

Consulting firm that specialized in digital marketing and investment banking for smaller local firms.

Principal

Developed paid search and email marketing campaigns for local businesses. Intermediary for the sale of small to medium-sized businesses.

Key Accomplishments

- * Facilitated the sale of 20+ businesses in northeast Oklahoma
- * Launched digital marketing firm for clients in banking, retail and consumer services

Founder and owner of company until its sale in late 2001

Bullseye Database Marketing - Tulsa, OK

1989 to 2001

Launched the company with two previous employers as clients. Specialized in innovative database marketing solutions for financial services firms.

- ✓ Responsible for day-to-day operations of company
- ✓ Solely responsible for business development
- ✓ Spoke at many trade shows and industry events
- ✓ Client management for several notable financial firms including INVESCO, Citibank, Norwest, Dreyfus

Key Accomplishments

- * Company had consistent results and very high net profit margins (up to 35%).
- * Shareholders received a return on investment of 20 times their original investment
- * Pioneered innovations in database marketing such as customer matrix cross-selling, new customer development programs, early warning defection models, lifetime value analysis and inquiry conversion programs
- * Reputation as an established industry speaker
- * Grew several significant clients to \$1M plus accounts

Early Career

Sooner Federal Savings and Loan, - Senior Vice President, Marketing

Bank IV - Vice President, Marketing

Norwest Bank, Assistant Vice President, Marketing

Ford Motor Company, Zone Manager

Education

MBA in Marketing

Kansas University - Lawrence, KS

Bachelor of Arts in Political Science

Kansas University - Lawrence, KS

Skills

MARKETING, MARKETING STRATEGY, THOUGHT LEADERSHIP, Ecommerce, Strategic Planning (10+ years), entrepreneurship (10+ years)

Links

<http://www.KenyonBlunt.com>

Certifications/Licenses

Gazelles, Inc.

February 2013 to July 2018

I was certified to be a Gazelles coach which is content developed by Verne Harnish for growing small and medium-sized clients.

Groups

Prison Entrepreneurship Program

January 2018 to Present

This group is actively trying to implement a program in our prisons to teach entrepreneurship.

Score

February 2018 to Present

I am a certified mentor in Score which is a national program to help people start new businesses.

Publications

Unstuck: How Businesses Get Stuck and How Yours Can Get Unstuck

<http://www.amazon.com>

April 2015

This book is for owners and teams of small and medium-sized businesses who feel their growth has been stagnant or declining. It details my personal experiences and best practices for jump-starting growth.