

# MICHAEL J. GUIFFRE

GROWTH CATALYST | BUSINESS DEVELOPMENT EXECUTIVE | VALUED LEADER & MENTOR

## CONTACT

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Denver, CO

## EDUCATION

**BS, Sports Management**  
**West Virginia University**

Morgantown, WV

## SKILLS

- Market Research
- Corporate Marketing
- Business Development
- Contract Negotiation
- Budget Management
- Process Improvement
- Team Leadership/Mentoring
- Strategic Messaging
- Global PR and Media Strategy
- B2B & B2C Sales
- CRM Implementation/Management
- Operations Management
- Data/Pricing Analysis
- Online Retail and Fraud Management

## EXECUTIVE SUMMARY

Senior Entrepreneurial Executive with over 20 years of hands-on experience ranging from startups to established corporations in strategic business development, sales, restructuring, operations management, e-commerce initiatives, consumer retention marketing and CRM management. Skilled in revitalizing strategies, processes and technologies to position organizations to effectively compete in a rapidly changing, digital marketplace. Respected leader of creative teams, multimedia divisions and corporate communications. Conceptualize and orchestrate marketing campaigns that effectively reinforce and build brand images.

## EXPERIENCE

### SENIOR VICE PRESIDENT OF BUSINESS DEVELOPMENT

SUITEHOP | DENVER, CO | 2018-2019

- Directly pursued and developed new business opportunities resulting in increased revenue for the suite rental online marketplace.
- Restructured internal processes, including automated workflows and reporting.
- Oversaw Salesforce Lightning upgrade increasing efficiency as well as searchable consumer and vendor data. Created vendor management procedures.
- Developed and executed multi-channel retention marketing strategy based on customer insights and trends to drive brand awareness and revenue growth.
- Increased conversion rates, reduced bounce rates, and improved ROI by monitoring reports (Google Analytics and SEM Rush) and adjusting accordingly.
- Developed global PR and media strategies

### KEY ACCOMPLISHMENT

Grew revenue 23% year over year to \$10,500,000

### VICE PRESIDENT OF SALES AND CUSTOMER SERVICE

TICKETCITY | AUSTIN, TX | 2015 - 2018

- Leveraged best in class sales strategy & consumer retention marketing for online marketplace in maximizing sales, coverage, effectiveness and efficiency.
- Led the development of comprehensive CRM (Netsuite) strategies that achieved engagement and revenue goals within assigned campaigns and journeys.
- Analyzed and guided the development of complex performance metrics and benchmarks to track and assess the effectiveness of assigned marketing plans to management and appropriate internal stakeholders.

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## BOARD POSITIONS

### **Association of Luxury Suite Directors (ALSD)**

National | 2010 - 2015

### **American Airlines Center HR**

Voting Board Member

Dallas, TX | 2012 - 2014

## EXPERIENCE (CONTINUED)

- Charged with administration, mentorship and culture improvement by developing and implementing an employee growth project initiative.
- Oversaw all vendor relationships and fraud management software/strategies
- Implemented PR strategic vision and acted as spokesperson on business topics

### KEY ACCOMPLISHMENT

Achieved \$150 million in annual sales from 200,000 consumer orders.

### DIRECTOR OF PREMIUM SEATING

AMERICAN AIRLINES CENTER | DALLAS, TX | 2012 - 2014

- Led the reorganization of entire B2B processes including staffing, marketing, strategy, administration and complete rebranding effort.
- Implemented strong data analytics, automation, pricing analytics and new CRM system (Microsoft Dynamics) including data mining and marketing analytics.
- Oversaw marketing initiatives across all business units and maximized ROI of all lead generation, demand generation and business development activities.
- Hired, managed and trained staff of over 40 full- and part-time employees; achieved significant improvements in their productivity through key performance indicators and statistics.
- Acted as project lead on new revenue generating tasks including online sales, sponsor inventory, mobile app implementation and loyalty programs.

### KEY ACCOMPLISHMENT

Completed company restructure and rebrand in first 6 months

### DIRECTOR OF PREMIUM SEATING

PITTSBURGH PENGUINS | PITTSBURGH, PA | 2003 - 2011

- Created growth strategy, identified new business opportunities, and developed outreach plans driving sales through a segmented marketing approach.
- Directed complex online marketing functions, including e-commerce, technology selection and implementation.
- Managed new arena development for CONSOL Energy Center through design of premium areas and premium marketing center to ensure the best ROI

### KEY ACCOMPLISHMENT

Negotiated and signed over \$90 million in lease agreements