

**KENRICK CHATMAN**

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January 19, 2009

(Hiring Manager)  
(Company)  
(Street Address)  
(City, TX, Zip)

Dear (Hiring Manager):

As a strategy consulting and marketing professional I am pursuing the senior corporate strategy manager (or similar) position and an interview with your company. I am interested in helping develop and implement strategic plans to consistently meet your company's revenue and profit growth expectations. I feel the following skills, which I developed from my management consultant, strategic marketing, and sales career can add value to your company:

**-Impact:** Consistently delivered results for clients in a high pressure environment. For instance:

- Identified an opportunity for a telecom to reduce annual expat spend by \$8M
- Transformed an ISP retail location from last to first in terms of new business
- Increased monthly units sold by 11% for a struggling automotive group

**-Strategic Growth Plan Development:** Developed targeted segments, corresponding value propositions, and marketing mixes to increase a brand's revenue by 72% for a specialty chemicals company.

**-Growth Opportunity Identification:** Recommended strategic alliances with electronic store and budget film makers and greater focus on gaming to help increase profit by \$30M+ for a video retail chain.

**-Opportunity Evaluation:** Assessed various office and IT peripheral supplier selection scenarios and selected the optimal scenario resulting in 17%+ savings and a \$0.5M transition allowance for a telecommunications company.

**-Project Leadership:** Led the collection of marketing intelligence from OEM manufacturers for an electronics and industrial engineering company to help grow global revenue by \$178M by FY2012.

In conclusion, I strongly believe I am an ideal candidate for the senior corporate strategy manager (or similar) position. Likewise, I look forward to the opportunity to display my skills in an interview setting. I appreciate your consideration.

Sincerely,

Kenrick Chatman

Encl: resume

## KENRICK CHATMAN

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### SENIOR CORPORATE STRATEGY MANAGER

Corporate strategy and strategic marketing professional with an exceptional record of helping companies in industries, including consumer retail, global electronics, and specialty chemicals, generate revenue and profit growth. Excel in creating and implementing strategic initiatives, assessing strategic business development opportunities, and developing structured actionable recommendations. Strategist and MBA from a Top 10 ranked program who optimizes revenue and profit via customer-focused initiatives and strategic partnerships.

### PROFESSIONAL EXPERIENCE

A.T. KEARNEY, INC. Dallas, TX

2007-2009

Management Consultant Dallas Office - General Practice

#### ENGAGEMENT EXPERIENCE

- ◆ Managed collection of competitor intelligence in the DFW market for a \$2.5B video retail chain resulting in category specific tactics to help improve profit by \$30M+.
- ◆ Led procurement transformation of \$10M office category resulting in 17%+ savings and \$0.5M transition allowance for a \$10.9B global telecommunications company. Overall sourcing efforts projected to result in \$21M and \$50M in-year and run rate savings, respectively.
- ◆ Directed acquisition of marketing intelligence from OEM manufacturers for the U.S. power transmission and distribution business unit of an \$112.5B global electronics and industrial engineering company. Developed key insights to help grow global revenue and operating margin by \$178M and \$32M, respectively by FY2012.
- ◆ Led due diligence assessment (for North American market) of a \$1.2B global consumer AV electronics company for an \$11.2B investment banking and brokerage services firm. Determined company's targeted segments, products brand positioning, growth opportunities, and resilience to economic downturns.
- ◆ Governed compilation of global mobility best practices for a \$10.9B global telecommunications company resulting in an opportunity to reduce annual expatriate spend by \$8M.

#### BUSINESS DEVELOPMENT SUPPORT EXPERIENCE

- ◆ Identified project opportunities, such as revenue generation, innovation, and cost reduction, for a \$37B food company, resulting in a discussion with the company's chief procurement officer (CPO).
- ◆ Explored hybrid/electrical motorcycle market opportunity for a \$6.1B U.S. motorcycle manufacturer, resulting in a discussion with the company's executive management.
- ◆ Identified emerging markets' dynamics for a \$35.5B media conglomerate's market entry proposal.
- ◆ Created sustainability case studies and developed green sector segments for NYCEDC's green jobs proposal, resulting in a discussion with the organization's senior leadership.
- ◆ Led development of business attraction strategy approach for Detroit's region aerotropolis proposal.
- ◆ Recommended the reintroduction of a brand for a \$6.4B global manufacturer of commercial/consumer products as a revenue growth lever, resulting in a due diligence project.

ROHM AND HAAS COMPANY, Spring House, PA

2006

Marketing Specialist - AgroFresh Business Unit

- ◆ Developed growth strategy for the SmartFresh brand with the goal of increasing global revenue from \$29M to \$50M within two years.
- ◆ Developed value propositions for targeted segments to grow the apple produce category via a projected increase in world-wide apple consumption.

COX ENTERPRISES, INC. Irving, TX

2005

*New Business Specialist – AutoTrader.com – Southern LA Dealer Principal Accounts*

- ◆ Marketed access to an online distribution channel resulting in \$0.2M annual advertising savings and a 25% increase of inventory turns per dealership.
- ◆ Utilized primary research of consumer preferences for pre-owned vehicles to help dealerships maintain the appropriate product mix, resulting in a 20% new business increase.

BECK AUTO GROUP, Dallas, TX

2004-2005

*Sales Coordinator/Team Lead – Volkswagen and Dodge Accounts*

- ◆ Led projects that increased client pipeline and showroom traffic by 25% and 15% respectively, augmented monthly units sold by 11%, and grew annual revenue by \$1.95M.
- ◆ Coordinated a project that increased vehicles sales and Consumer Satisfaction Index (CSI) scores by 10%.

EARTHLINK, INC. Dallas, TX

2002-2004

*Sales Representative/Team Lead – Fry's Electronics Account*

- ◆ Mentored, motivated, and trained 5 sales professionals; implemented a referral system, resulting in \$0.48M additional revenue; and generated a 33% increase in new business within local retail division.
- ◆ Augmented perceived product value and provided after sales support to generate sales growth via new customer product adoptions.

## EDUCATION

MBA, *Strategy/Marketing* (2005-2007), *University of Michigan, Ross School of Business*, Ann Arbor, MI

BA, *Biology* (1995-1999), *University of Texas at Austin*, Austin, TX (Minor in Business Administration)

## HONORS

Recipient (2005-2007): Robert E. Franc Memorial full-tuition, merit-based scholarship

NBMBAA Scholarship Recipient (2006); GE's Lloyd Trotter Scholarship

Chairman, President, and Co-Founder (2005-2007): The UMBS Toastmasters Club (#849467)

Dean's List, National Golden Key and Tau-Beta Biological Honor Society Member

Selected (1 of 25/400): 1997 Summer Research Intern, UT Southwestern Medical Center at Dallas

Selected: 1998 National Institutes of Health (NIH) Biomedical Research Program

## ADDITIONAL

2000-2002: Contractor for the financial services, telecommunications, and insurance industries

Activities: A.T. Kearney's MBA diversity recruiting lead for CMU, Pro bono strategic marketing consultant