

BROWNELL LANDRUM

P.O. Box 88942
Atlanta, GA 30356
(404) 822-7433

Author, Speaker, Inventor,
Entrepreneur, Trainer, Innovator
and more!

SUMMARY OF SKILLS:

Creativity:

- Extremely creative and inventive
- Idea generation, opportunity identification and problem solving
- Prolific writer/author
- Inventor (1 Patent)
- Blogger
- Extraordinarily efficient
- "Out of the box" thinker

Training/ Presentation Skills:

- Complete presentation experience, from writing and design to delivery on a wide variety of subjects.
- Experience creating, writing, marketing and delivering training programs, including management, marketing, strategic planning and leadership as well as computer classes.

Strategic Marketing:

- Marketing plan development, execution and evaluation.

Leadership/Management

- Project management, with the ability to take a project from concept to execution, while managing and working with people in several departments and functions.
- Personnel recruitment, training and development.

Computer Proficiency:

- Experience with a variety of programs including being an instructor for Advanced Word and PowerPoint classes; ability to quickly learn new programs.

Media:

- Experienced with most forms of media, from creative, selection and production to analysis.

Research/Analysis:

- Designing and executing a variety of research projects; processing and analyzing information; and decision making.

Extensive and Varied Background:

- Have worked in all areas of Marketing for a variety of products and services since the age of 14. Other experience not listed includes working for a radio station, advertising department of a bank, and a New York City advertising agency, all prior to college graduation.

WORK EXPERIENCE

Author, Speaker, Marketer, Entrepreneur, Inventor & Trainer

DrawSuccess, LLC, Atlanta, Georgia

Founder and Chief Innovation Officer, 2006 to Present

- Inventor of the DrawSuccess Program and the DrawSuccess Game, a proven, patented process for accelerating results through teams. (www.DrawSuccess.com).

Reasons Why, Atlanta, Georgia

- Author of the book, *Five Reasons Why Bad Things Happen: How to Turn Tragedies into Triumph* (www.ReasonsWhy.com).

Wrap & Roll Inc., Atlanta, Georgia

Owner/CEO, 2004 to 2005

- Created, developed and launched an entirely unique restaurant concept. (www.wrapandroll.com.)
- The Wrap & Roll Mission: Consistently provide a fun, upbeat, casual and harmonious place to eat, work and hang out, with a unique selection of delicious, nutritious, high-quality food and beverages available for eat-in, take-out and catering at consistently affordable prices.
- Wrap & Roll was ranked #6 of the Best Places to Work in Atlanta in 2005.

Eastman Kodak Company, Atlanta, Georgia

Marketing/Sales Planning Manager, 1998 to 2004

- Management and creation of marketing programs (including business plans, forecasting & analysis, sales strategy and advertising) for consumer photographic products and services in the U.S. with a focus on select high volume retail accounts.
- Initiated, developed, received funding support and executed problem-solving consumer research.
- Conceived and Implemented national consumer promotional program tied in with major motion picture release.
- Created highly successful promotional event (in terms of sales and execution) with major retailer.

Brownell Marketing, Atlanta, Georgia

Sole Proprietor, 1990 to 1998

- Sole proprietor of Sales and Marketing business, with a variety of clients, including consumer products, high-tech/engineering software, retail services, new products, professional services and non-profit fundraising organizations.
- Participated in the planning and launch of several new products/businesses; Hired and trained personnel and associates; Created business proposals and other projects.

The Coca-Cola Company, Atlanta, Georgia

Chain Marketing Manager, Fountain Sales Division; 1986 to 1990

- Marketing consultant and sales support to National Chain Retail Accounts serving Coca-Cola products, including restaurants, vending, theaters, hotels, contract feeders, convenience stores, mass-merchandisers and grocery retailers.
- Developed and implemented the most successful programs in history of three national chain accounts, generating over \$5 million in net profit for the client and \$750,000 for Coca-Cola.

The Bloom Agency, Dallas, Texas

Account Executive; 1985 to 1986

- Primary contact for several major accounts, including a restaurant chain, packaged goods products, floral delivery business and charity organization.
- Developed and executed national marketing plans, created and produced new strategic advertising campaigns, including creative and media development and execution, and financial analyses.

Chattem Consumer Products, Chattanooga, Tennessee

Brand Manager, Love's Fragrances; 1983 to 1984

- Managed \$30MM fragrance product line, including packaging, pricing, promotional strategy, financial analysis, sales, public relations and advertising.

Long John Silver's, Inc., Lexington, Kentucky

Field Marketing Manager, Mid-Central District; 1981 to 1983; Account Coordinator, 1980 to 1981

- Execution and management of regional, and national programs with media, creative and research
- Prepared manuals and training program; was promoted after 8 months.

EDUCATION:

MBA - Masters of Business Administration Degree, June, 1993

Georgia State University, Atlanta, Georgia. Major: General/International Business

ABJ - Bachelor of Arts in Journalism Degree, March, 1980

University of Georgia, Athens, Georgia. Major: Advertising; Minor: Business

INTERESTS:

POPAI (Point of Purchase Advertising Institute): Prize winner and judge.

Hospice Atlanta and Camp Stars Volunteer; Junior Achievement: Project Business Instructor;

DECA Judge

Interests: writing, snow skiing, traveling, racquetball, hiking, reading, movies, television, creating, inventing new products/concepts, and learning.