

JAMES C. KESSLER
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◆ **SENIOR MARKETING CONSULTANT** ◆

Forward-thinking leader and visionary with 30+ years experience consulting to organizations on how to increase market share, gain competitive edge, and improve financial performance. Dynamic change agent and expert in evaluating markets and operations, developing innovative solutions, and implementing plans for improvement. Broad background spans business start-ups, performance turnarounds, and delivering consulting expertise to clients in over 30 industries.

KEY COMPETENCIES

- **Market Analysis**
- **Organizational Development**
- **Strategic Alliances**
- **Strategic/Tactical Planning**
- **Sales & Marketing Strategic**
- **Contract Negotiation**
- **Business Development**
- **National Accounts Development**
- **Customer Relationship Management**

SELECTED ACCOMPLISHMENTS

- Formulated and executed marketing strategies for multiple businesses representing 5 diverse industries: retail, health care, real estate, telecommunications, and professional services.
- Facilitated performance groups for CEOs collaborating to improve market and operational performance for many different types of retail operations including furniture, appliances, electronics, outdoor living, automotive, garden centers, and many others.
- Featured cover-story contributor on retail marketing in October 2008 issue of Western Reporter (publication of the Western Home Furnishings Association).
- Keynote speaker at national conferences, regional meetings, broker councils, and training symposiums; featured in magazines and on Today Show (NBC).
- Top-selling consultant worldwide for Price Waterhouse, generating \$26M in one year alone. Supplied consulting services to diverse clientele, including the US Dept of Interior, Total Petroleum, Sprint, Union Electric, Santa Fe Industries, Anheuser-Busch, Mitsubishi Bank, Tyson Foods, Texaco, Chevron, and Shell.
- Conceptualized, founded, and launched 3 individual companies, one recognized as "Top 10 Fastest Growing Company in Kansas City". Generated over \$3M in first-year revenue, \$6M the following year, and provided key staffing and business consulting services to Sprint, H&R Block, and others.

PROFESSIONAL EXPERIENCE

- Executive Director, XSCEND Performance Services**, Overland Park, KS **2004 – 2008**
Independent operating division of NCM Associates, Inc., a provider of business performance improvement services to auto dealers, retailers, and other industries; NCM holds the trademark on the term "benchmark".
- President and Chief Marketing Officer, ECCO Select / Invisiband**, Kansas City, MO **1997 – 2004**
Provider of consulting, staffing, placement, high-speed wireless Internet, and Internet portal/ shopping services, with \$6M in revenues.
- CIO, ERA Real Estate**, Overland Park, KS **1993 – 1996**
\$43M franchisor of 500+ residential real estate brokerages.
- VP, Strategic Planning, Kimberly Quality Care**, Boston, MA **1991 – 1993**
Consulting, staffing, placement, high-speed wireless Internet, Internet portal and shopping, with \$6M in revenues.
- Management Consultant, Price Waterhouse & Arthur Andersen**, Denver/KC/St.L **1977 – 1991**
Professional consulting firms serving a variety of industries