

STEVE WHIGHAM

PROFILE

Steve Whigham is a seasoned, inspiring business leader known for solving intractable problems; steering businesses in a fresh, new direction; and finding better ways to go to market. Steve has served as a consultant for thirty-plus years helping clients look outside their current reality, finding key insights, establishing a sure-footed plan for moving forward; and leading teams with an inspired strategy and executing plan.

EXPERIENCE

CEO/FOUNDER

THE WHIGHAM SCHOOL (GREENVILLE SC) – 2022-PRESENT

Currently working on launching The Whigham School from the ground up for operations beginning in late 2022 and 2023.

CEO/OWNER

WHIGHAM CONSULTING (GREENVILLE SC) – 2009-PRESENT

Currently contracted to work with Michelin North America as a marketing consultant & executive trainer for Canada, U.S., Mexico, India, France, and China. Has just recently helped Michelin relaunch internal training for its global marketing teams and key channel development and training programs in marketing strategy, marketing research, marketing communications management, sales management, vendor management, project management, critical thinking, digital marketing, and advertising.

CLIENTS SERVED as a business strategist, consultant, and/or corporate training developer for Michelin Global (NA, SA, EU, MENA, Asia), Milliken & Co, Wastecorp, Sunex International, Silvercote, CloudFactory, IN-RGY, Rymedi, BFGoodrich Tires, Tire Centers Inc., USAutoForce, United Community Bank, Zaddons, Solmax, Gregory Pest Solutions, OneLife, MyMedChoices, among others.

- Led and managed all new business efforts generating more than 20 client relationships and partial marketing executive engagements.
- Created 40+ training programs and delivered them to more than 5,000 attendees in North America, Europe, Asia, the Middle East, and Africa.
- Led strategic planning teams and processes for more than 20 clients in a variety of businesses and global markets.
- Frequent keynote speaker for industry, community, and University (9 separate institutions) on three continents.
- Assisted six startups create and pitch venture capital raises (from Angel to Series B) ranging from \$500,000 to \$60,000,000.
- Architected and launched six market-changing rebranding projects for clients in four separate industries.
- Won numerous creative awards through AAAA and BMA while leading two creative teams.

Steve Whigham: Marketer/Strategist

FRACTIONAL ENGAGEMENTS: While running consultancy, was also contracted as a fractional marketing executive (placed with official position in organizational chart) so as to engage more deeply in the following businesses:

**PRINCIPAL & DIRECTOR OF GLOBAL STRATEGIES – FRACTIONAL 50%
SINA: STRATEGY IN ACTION (MONTREAL QC) – 2019-2020**

Responsible for developing marketing strategies and corporate training for clients in North America, Europe, the Middle East, and Asia for the firm. Landed the three largest contracts for the firm.

**MANAGING DIRECTOR, SALES & MARKETING – FRACTIONAL 50%
GENERAL EQUIPMENT & SUPPLY (GREENVILLE SC) – 2017-2018**

Responsible for the management of the sales and marketing plus strategic development. Created and launched new Go-To-Market strategy for the company both in traditional sales and in e-commerce.

**DIRECTOR OF MARKETING – FRACTIONAL 50%
WORLD NEWS GROUP (ASHEVILLE NC) – 2012-2014**

In part-time capacity worked with the strategic development and marketing strategy/execution for online and print products. Created and launched new membership program moving WNG from a print-dominant subscription business model to a multi-media membership business model. Successfully rebranded World News Group and several of its supporting brands and services.

**VP OF ADVANCEMENT – FRACTIONAL 50%
NORTHLAND INTERNATIONAL UNIVERSITY (DUNBAR WI) – 2009-2012**

As a fractional member of the Senior Administrative Team (50% of time), was hired to run the Advancement function of Northland International University. Managed the implementation of an entire re-branding of the University and strategic planning process with an ad hoc team of twenty people in the various departments. Responsible for writing the 2009, 2010, 2011, and 2012 Strategic Plans for the University. Led the Academic Department's creation of a new model for student training and post-graduate career engagement. Created, designed and taught college-level courses as well.

In addition, I have been serving as an Adjunct Professor in Marketing, Sales, and Business Strategy for the following Universities:

**ADJUNCT PROFESSOR
ANDERSON UNIVERSITY (ANDERSON SC) – 2018-PRESENT**

Teaching 400-Level courses in Sales & Sales Management, Marketing Research, and Marketing Management.

**ADJUNCT PROFESSOR
CLEMSON UNIVERSITY (GREENVILLE SC) – 2021-PRESENT**

Teaching MBA-Level courses in Activating Business Strategies as part of the Clemson University Center for Corporate Learning and a recurring lecturer to clients of Clemson University's CCL.

**ADMINISTRATOR & ADJUNCT PROFESSOR
NORTHLAND INTERNATIONAL UNIVERSITY (DUNBAR WI) – 2010-2014**

Steve Whigham: Marketer/Strategist

Teaching 300-400–Level courses in Business Management, Entrepreneurship, and Philosophy. Also created and led international entrepreneurial program that launched partnerships in North America, the Middle East, and Asia.

EXECUTIVE CREATIVE DIRECTOR

JACKSON MARKETING GROUP (GREENVILLE SC) – 1999-2009

Responsible for creative development, marketing planning, market research, media planning/executions, corporate training, and advertising consulting for a variety of clients and industries.

CLIENTS SERVED: Michelin North America, BMW Manufacturing, Porsche Cars North America, Greenville Hospital System, Milliken & Co., The Palmetto Bank, Blue Bird Bus Company, Prevost, Volvo, Verizon Wireless, Belgard/Oldcastle, Piaggio Aero, among others.

- **Led and managed** creative team (5 direct reports + 25 people) that was responsible for over 95% of the creative projects of the firm, including: traditional advertising (print/TV/outdoor/event/out-of-home), creative executions on public relations, events, and internal marketing/branding and digital media (web, social, app development, interactive kiosks, etc.)
- **Quarterbacked a variety of new business pitch teams** that landed in excess of \$50,000,000 in new business engagements.
- **Promoted 5x in seven years** before taking over as Executive Director in 2006: Media Director, Marketing Research Director, Director of Strategic Planning, Creative Director, and, ultimately, Executive Creative Director reporting to President.
- **Created six training programs** and delivered them to more than 2,000 attendees in North America (US, Canada, Mexico).
- **Won numerous creative awards** through AAAA and BMA while leading creative team.

DIRECTOR OF MARKETING

SUNEX INTERNATIONAL (TRAVELERS REST SC) – 1998-1999

Responsible for putting together new brand for Sunex Tools to expand its market profile and presence in an expanded channel strategy throughout North America. Also responsible for putting tool buying programs (including in-store promotions, packaging, and technical manual writing/creation) for white label clients.

CLIENTS SERVED: Snap-On Tools, Matco Tools, NAPA, Lisle Tools, Mac Tools, Cornwell Tools, Arcan, among others.

- **Build the marketing plans** behind business expanding tool programs generating over \$20,000,000 more in annual sales under white label contracts.
- **Reorganized and rebuilt marketing support team** to handle 200% more volume for tool packaging, technical manuals, and product labeling.
- **Expanded firm's capability of sourcing marketing materials** in China associated with China-sourced tool programs.

CREATIVE DIRECTOR

VANTAGE POINT (GREENVILLE SC) – 1994-1998

Responsible for all creative direction, development and creation (writing, film/video direction, etc.) for all clients. Also designed and led several marketing research engagements, too.

CLIENTS SERVED: Overnite Trucking, Averitt Express, Gerber Children's Products, Brinker's Chili's Bar&Grill & Macaroni Grill concepts, Sunex International, Buckner Irrigation Systems, The Palmetto Bank, Spartan Express, among others.

- Helped take agency from start-up (\$0 revenues) to \$15mil in capitalized revenues in the first three years of operation. Built the team to 12 professionals during that time as well.
- Led and managed all new business efforts generating more than 10 client relationships and partial marketing executive engagements.
- Won numerous creative awards through AAAA and BMA while leading six-person creative team.

In addition, I served as an Adjunct Professor in Advertising and Customer Service Management for the following:

ADJUNCT PROFESSOR

GREENVILLE TECHNICAL COLLEGE (GREENVILLE SC) – 1996-2000

Teaching 300-Level courses in Advertising and Customer Service Management.

ACCOUNT EXECUTIVE

JACKSON MARKETING GROUP (GREENVILLE SC) – 1992-1994

Responsible for the total management of firm's largest client, The Toro Company.

- Managed the largest project in firm history for client that brought in more than \$550,000 in new billings for the firm.
- Grew annual client billings from \$800,000/yr to \$1,900,000/yr in the first two years of managing account.

OWNER & CREATIVE DIRECTOR

AMERICAN MEDICAL VIDEOS, INC. (ATLANTA GA) – 1989-1992

Started own business in patient informed consent videos and worked with the following:

CLIENTS SERVED: Johnson & Johnson's Ethicon Division, Karl Storz Endoscopy, New Jersey Laser Center, Surgical Laser Technologies. Worked for and with the following hospital systems: Johns-Hopkins, Harvard Medical School, Whipps Cross Hospital (London), University of San Francisco Medical Center, University of Pittsburgh's Medical Center, The Medical College of Georgia, among others..

- Led new business efforts generating \$400,000/yr in service billings for the company in first full year of operations.
- Hired and managed 4 employees.

Steve Whigham: Marketer/Strategist

- Executed various business contracts all over the US and in the United Kingdom.
- Researched, wrote and directed seven medical consent videos and supporting documents.
- **Videos praised in JAMA** (the Journal of the American Medical Association), in 1991 as the best informed consent videos on the market.

INVESTMENTS MANAGER

SECO, INC. (AUGUSTA GA) – 1987-1989

Responsible for managing equity investments in seven small entrepreneurial ventures worth about \$10,000,000 in total market value. Spent most of this engagement unwinding, selling off, and dissolving six of the seven ventures due to insufficient management and/or marketing fundamentals. Improved portfolio from a cash drain to modest profits and cash flow by end of tenure.

ASSET/LIABILITY ANALYST

SOUTHLAND BANCSHARES (DOTHAN AL) – 1986

Responsible for improving the processes of mortgage packaging including full audits and analysis of portfolios to sell to underwriters. Also responsible for daily analysis and reporting of asset/liability management for the five branch retail bank.

AUDITOR

ERNST & YOUNG (GREENVILLE SC) – 1984-1986

Worked primarily as field auditor for manufacturing, real estate, and financial service clients in South Carolina. Performed various audit functions and developed the financial statements for several of our smaller clients, pension plans, and tax documents, as needed.

EDUCATION

M.B.A., BUSINESS ADMINISTRATION WITH A QUANTITATIVE MARKETING EMPHASIS

MILLSAPS COLLEGE (JACKSON MS) – 1986-1987

GPA: 3.9/4.0

B.S., ACCOUNTING

BOB JONES UNIVERSITY (GREENVILLE SC) – 1980-1984

GPA: 3.4/4.0

Other Educational Experiences

- Dynamic Graphics Education Foundation, Creative Execution (Peoria, IL) - 1989
- London School of Economics, International Business (London, UK) - 1987
- Harvard University, Economics Program (Cambridge MA) - 1982
- University of Southern Mississippi, Accounting (Biloxi, MS) - 1983
- Plus: 200+ MOOCs taken over the past 25 years.

SKILLS

Steve Whigham: Marketer/Strategist

- Inspiring and effective team and organizational leadership
- Business management
- Award-winning writer (creative, technical, medical). A 2x published author.
- Business strategy developing
- Public speaking
- Corporate training (university, in-person, online, and blended)
- Market research
- Sales Leadership/Management
- Sales Training
- Data analytics
- Presentation software (PowerPoint, Apple Keynote, Google Slides)
- Video writing, direction, production, and editing
- Audio writing, production, and editing
- Financial, statistical, research, and business intelligence analysis (Excel, SPSS, Apple Numbers, Google Sheets, Tableau)
- Excellent written and oral communications skills

PERSONAL PHILOSOPHY

- I want to spend the next 25+ years well in work that is ennobling.
- I want to work for a cause bigger than myself: that is financially successful, yet, but, more than that, does real good in the world.
- I'm looking to team-up with an exceptional group of achievers who desire to create something great and meaningful together.
- I'm looking for a team who is dedicated to having a great time while doing it.