

DEVIN J. WEAVER

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OVERVIEW: • Executive Coaching • Leadership Development • High Integrity Sales • Employee Success & Retention • Self Starter
• Sales Team Management • Performance Reviews & Onboarding • Marketing/Branding • Project Management

Inercour Coaching | *Executive Coach & Business Consultant* <https://inercourcoaching.com> **June 2016 – Present**

- **Leadership Training:** *National Board Certified Coach* (NBCC) accredited to coach and train business professionals in conscious self-optimization. (Typical results include; 2x pay, 2x productivity and 40% more free time)
- **Innovation:** Creator of Genesis-to-Genius, a performance based coaching program providing human self-optimization tools and a structure for entrepreneurs and C-Suite professionals to reengineer their habits into greater work-life success.
- **Project Management:** Spearheaded the development of all Inercour's LLC's business processes and asset creation. Built a coaching brand from ideation to six figures offering a smoothly integrated and highly professional coaching experience and brand as seen via the website, testimonials, self-assessment tools, workshops, proposals, contracts, and 1on1/group coaching programs etc.
- **Business Development/Operations:** Developed an exceptional UX/UI sales enrollment process building out onboarding tools, technology, and documents that seamlessly interfaces with the customer experience; guaranteeing results and retention while still adhering to high integrity coaching practices.
- **Executive/Business Coaching:** Highly skilled at quickly evaluating client problems, skills, and gaps into career road maps and next level business plans to scale.

Finotex USA | *Enterprise Account Executive (B2B)* **March 2014 – September 2017**

- **Project Management:** Coordinated dozens of projects at a time working cross functionally and cross culturally to completion. Managed projects over multiple time zones from sampling to resourcing to bulk production; oftentimes-troubleshooting project issues amidst tight deadlines and differing factory cultures. (China vs. Honduras)
- **High Integrity Sales:** Personally developed and managed 150+ accounts including key clients, Sean John and Caribbean Joe (+500K total sales). Highest-performing sales executive in NYC reaching \$1.15 million in sales (2017).
- **Sales Leadership:** Team lead responsible for regional sales strategy and market execution for NYC.
- **Team Management & Growth:** Opened regional office in NYC. Hired, trained, and managed two account executives. Creator of the first ever talent development program establishing a summer internship partnerships with local NYC schools (FIT/Parsons/LIM).
- **New Markets:** Expanded Finotex into new markets (e.g. Outdoor Apparel) leading to significant brand exposure and new account closures (Kuhl, Terramar, Fanatics).
- **Brand Ambassador:** US ambassador for tradeshow and sales meetings with frequent travel to San Francisco, Boston, Portland, Seattle, Denver and internationally to Colombia, Honduras, and El Salvador.

Rainbow Leather, Inc. | *Vice President of Sales and Marketing (B2B)* **November 2011 – February 2014**

- Directed sales and marketing strategy for a 15 person, \$1.6M beautified material wholesale operation.
- Closed +115 B2B accounts totaling \$375K in 2012. Closed +175 accounts for 585K in 2013.
- Highly proficient at selling customized solutions across multiple product lines.
- Key decision-maker in trend and material selection specific to the product market and upcoming season.
- Built strong relationships with industry-leading fashion designers, product developers, and manufacturers.
- Highly skilled in vendor negotiation. Tasked with directing inventory levels sourcing and reselling high quality base materials at the lowest price possible.
- Created close-out marketing plan to liquidate old inventory and stimulate cash flow.
- Managed cross-functional teams in production, development, and design.
- Sole organizer and executor of tradeshow in Las Vegas, Portland, and New York City.

BEAWEAR™ Performance, Inc. | *Founder* **March 2010 – November 2011**

- Launched athletic clothing company out of garage.
- Sole inventor of provisionally patented WEARLYNC® -athletic garment fastener.
- Responsible for all aspects of the company—product design and development; branding and marketing strategy; website design and implementation.
- Created a strong support team of patent and trademark attorneys, graphic and website designers, apparel designers, and manufacturers.
- Developed multiple distribution channels including training facilities, colleges, and rec sports teams.
- Managed brand development and marketing across social media channels, such as Twitter and Facebook.
- Tracked go-to market success in adhering to budget and marketing plan.

EDUCATION **Clark University**, Worcester, Massachusetts (*Accelerated MBA, completed in 1 year*)
Masters in Business Administration, *Concentration:* Marketing | June 2011 | (GPA : 3.7)
Bachelors of Arts in Business Management, *Concentration:* Entrepreneurship | May 2010 | (GPA 3.3)