

# PATRICK MCGRAW

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## **Vice President/Director of Sales and Marketing**

### **Driving Significant Growth in Revenue, Market Share and Profits**

An accomplished senior level executive with extensive experience in spearheading strategic, multi-channel sales and marketing operations targeting both the consumer and business markets that consistently enhance overall performance and deliver highly profitable sales. Extensive experience in successfully utilizing traditional direct marketing as well as email and social media (blogs, social networking, webinars) to deliver a larger volume of high quality leads at lower costs.

- Surpassed annual revenue goals by more than 20% within the first 6 months of the fiscal year by streamlining and improving lead generation and conversion activities.
- Increased retention rates and generated more than \$25 million in revenue by developing strategic retention and loyalty campaigns.
- Generated double-digit increases in revenue while decreasing expenses by more than \$500,000 with targeted multi-channel lead generation, lead nurturing and customer retention efforts.
- Increased revenue from \$150 million to \$450 million while reducing marketing expenses by more than 25%.

A strategic, creative leader with a proven track-record for building highly effective cross-functional teams and leveraging existing resources in order to increase sales and marketing performance.

- Reduced sales and marketing expenses by more than \$500,000 by streamlining lead generation and customer retention activities while generating double-digit revenue growth.

## **AREAS OF EXPERTISE**

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Strategic Planning and Tactical Execution	Market Research and Competitive Intelligence
Database Management, Business Intelligence and Analytics	Brand Building and Management
Process and Performance Improvement	Lead Generation and New Customer Acquisition
Lead Management, Nurturing and Retention	Customer Relationship Management (Salesforce.com)
Social Media and Networking, Email Marketing, Blogging, Online Communities, SEO/SEM	
Integrated, Multi-channel Sales and Marketing Campaigns	
Pricing Strategies, Budgeting, Sales Forecasting and P&L Responsibilities	

## **PROFESSIONAL EXPERIENCE & RESULTS**

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<b>Director of Sales</b>	2010 - Present
Connections Academy LLC	1001 Fleet Street, Baltimore, Maryland 21202

Developing and directing integrated sales and marketing activities targeting consumer and business markets. Streamlined lead generation and conversion processes for an inside and outside sales team incorporating Salesforce.com that produced double-digit increases in new customer acquisition and customer retention performance. Other key results to-date include:

- Surpassed annual revenue goals within the first 6 months of the fiscal year;
- Generated a sales pipeline that will exceed annual revenue goals by more than 50%.

**Director of Marketing**

2007 - 2009

Walden University

650 S. Exeter Street, Baltimore, MD 21202

Directed global marketing operations aimed at increasing enrollments in existing and new markets within Europe, Latin America and Canada. Spearheaded integrated marketing campaigns that attracted and retained highly profitable consumer and business clients.

Results included:

- Surpassed all objectives. Increased revenue from \$40 million to more than \$60 million;
- Generated more than 3,000 new students and \$30 million in revenue annually;
- Developed and launched six new programs that exceeded projected enrollment goals by more than 50% resulting in more than \$1.5 million in incremental revenue.

**Director, Market Research and Intelligence**

2001 - 2006

**Assistant Director/Consultant**

University of Maryland University College

3501 University Blvd. , East Adelphi, MD 20783

Developed and led global marketing operations including market research, competitive intelligence, business intelligence and analytics, strategic planning, and enrollment management operations which produced the following results:

- Surpassed all objectives and generated 5 consecutive years of double-digit growth;
- Developed and deployed integrated global marketing campaigns that increased revenue from tuition and fees from \$139 million to \$179 million;
- Developed and deployed global new student recruitment programs that generated more than \$25 million in revenue annually;
- Developed and deployed a program aimed at re-enrolling recent drop-outs that generated more than 100 enrollments annually, resulting in more than \$1.5 million in tuition and fees.

**President and Chief Marketing Officer**

1999 - Present

McGraw Marketing

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Providing growth-oriented organizations with strategic sales and marketing services that consistently improve overall operational performance and generate profitable revenue. This practice operates with employee approval and does not serve direct competitors. Successes include:

- Developed integrated multi-channel customer acquisition and retention campaigns for a variety of clients that have generated more than \$50 million in annual revenue to-date.

**OTHER PROFESSIONAL EXPERIENCE**

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**Group Account Director** - Frequency Marketing Inc. (A division of Alliance Data Systems)**Vice President, Account Supervisor** - Barry Blau and Partners (Acquired by Havas)**Marketing Operations Manager** - Insight Inc.**EDUCATION**

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**M.S., Marketing (Strategy)** – Johns Hopkins University