**JEFF SAMFORD**

[jeff@AscendBusinessCoach.com](mailto:jeff@AscendBusinessCoach.com)

804-612-0582

**EXECUTIVE PROFILE**

An inspirational executive who brings out the best in others. A charismatic leader who has facilitated change and growth in small, mid-sized, Fortune 1,000 and non-profit organizations. Excellent communication and management skills, both internally and externally. Versatile in creating vision, facilitating innovation, and developing strategies and tactics that deliver real results.

**CORE ACCOMPLISHMENTS**

* Coached multiple business owners through revenue growth of more than 300% utilizing strategic planning, goal development, self-assessments, team development, system and process development, targeted marketing, customer surveys, and accountability
* Achieved sales growth of $2 billion in student lending over the course of five years through strategic multi-channel marketing and testing, enhanced sales strategies, and product development
* Transformed an entire organizational culture by crafting the right vision, strong communications, staff development, leveraged tools, training, mentoring, new compensation and incentive plans, and the like
* Led initiative to grow infrastructure to accommodate data and analytical driven decisions through investment and execution of Information Technology, including a relational database
* Sold and delivered on multi-million dollar consulting projects to enhance the customer experience, improve call center productivity, build online services and e-commerce platforms, grow customer acquisition, streamline marketing and IT infrastructure, and increase data capture and reliability for analysis
* Chaired golf tournament committee annually that yielded > $100,000 for local charities over five years

**SKILL HIGHLIGHTS**

* Business Consulting for Mid-Sized and Fortune 500 Organizations
* Business Coaching for Small Business Owners, ranging in revenue between $1mm - $30mm annually
* Business Development, Sales and Revenue Growth
* Strategic Visioning, Marketing Planning and Execution
* Operations Management, Multi-Site Management, Project Management and Change Management
* Customer Experience Engineering
* Vendor Management
* Cross-Functional Team Management
* CRM Design and Implementation
* Budget and P & L Responsibility
* People, Team and Culture Development
* Leadership Development
* Compensation Design
* Information Technology – Management of Information Systems
* Contact Center Management
* Community Outreach and Fundraising

**PROFESSIONAL EXPERIENCE**

*Owner and Business Coach – Ascend Business Coach & Business Partner of Richmond – July 2007 to Present*

* Business Coach to entrepreneurs, business owners and executives – purpose is to optimize the potential of each client and help them grow and achieve results they hadn’t on their own
* Marketing consulting and fulfillment to all types of organizations – purpose is to enhance lead generation, gain visibility and connection with target markets, increase customer loyalty and grow sales

*Vice-President - JPM Chase / Collegiate Funding Services – March 2002 – June 2007*

* Led large multi-site team of sales and loan consultants responsible for $3 billion in revenues
* Directed Enterprise Technology Management office and MIS initiative to build infrastructure and database to facilitate significant growth of market share through analytics and testing

*Director CRM Practice – AnswerThink / Hackett Consulting Group – February 1999 – March 2002*

* Sold consulting engagements, managed professional teams and delivered stellar results

*Group Manager – Capital One Financial Services – January 1986 – February 1999*

* Led teams designed to facilitate large-scale growth in credit card, cellular, auto finance and home equity lending businesses
* Managed multi-site call center operations, including workforce management, reporting and analytics, infrastructure, intelligent call routing, product development and testing
* Directed customer service and sales teams who provided value and the right products to customers
* Supervised team of collectors responsible for shrinking outstanding delinquencies

**AWARDS AND RECOGNITION**

* Top Performer Award – Business Coaching (3 consecutive years)
* Business Vision Award • Franchisee of the Year
* Highest Revenue Engagement • Presidents Club Award

**EDUCATION**

* Virginia Commonwealth University – B.S. Business Administration and Management – 1990
* Bank Card Management School • Strategic Quality Planning
* Ken Blanchard’s Situational Leadership • Leading in the 21st Century

**COMMUNITY LEADERSHIP**

* Board of Directors and Past President, West Richmond Businessmen’s Association
* Founding Member OF MACHO – Men Across Congregations Helping Others
* Member, Business Leader Roundtable
* Member, American Marketing Association
* Chair, Greater Richmond Chamber of Commerce – BIZ Linc 2010
* Chair, Golf Tournament to benefit charities
* Shady Grove United Methodist Church
  + Leadership and Nominating Committee and Capital Campaign Committee
  + Vice Chair, Staff Parish Relations Committee
  + Worship Leader and Connections Facilitator
  + Chair, Finance Committee 2015 - 2018
  + Blood Drive Coordinator
  + Officer, United Methodist Men
* Director, Virginia Special Olympics Softball Tournament
* Board Member, Glen Allen Youth Athletic Association
* Founding Member, Investment Club