**JOSHUA R. Y. FRADENBURG**

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408.203.1982

*Strategic management consultant with extensive marketing and project management experience seeking an opportunity to leverage my analytical abilities and customer-centric perspective to deliver high-impact solutions. With deep experience leading multi-cultural, cross-functional teams, I offer the ability to foster an environment that brings out the best efforts of my teams, resulting in a proven track-record of success .*

**EXPERIENCE**

**INDEPENDENT MANAGEMENT CONSULTANT 2006-Current**

**Olive Grove Consulting 2013-Current**

* Led a team of six consultants to design and execute a research initiative to determine which Professional Development services Olive Grove should bring to market.

**Il Tocco Salsa Start-up 2013**

* Designed primary market research and analyzed results in order to identify customer preferences and willingness-to-pay for product features. Analyzed data to determine price sensitivity by channel and identified the product mix and channel that would result in highest profit levels.

**InternSource 2012-2013**

* Conducted primary and secondary market research and competitive analysis to identify white-space opportunity in the online job sourcing market.
* Analyzed primary and secondary research data and developed a price-sensitivity model for transparency feature, resulting in ability to segment and target internship niche worth over $60M annually.
* Worked with CFO to construct a financial model for digital business that projects a 12x ROI within 6 years.

**Mobile Advertising Company 2012**

* Analyzed customer research and conducted competitive analysis in order to prioritize product development schedule resulting in additional revenues of $75M annually.
* Led cross-functional team to generate a Go-to-Market strategy and corresponding financial modeling for mobile customer segmentation and re-targeting products.
* Created and presented results of project to cross-functional executive team foster organizational buy-in.

**Electronic Arts 2011-2012**

* Led cross-functional team that identified an insulated Brazilian market and developed Foreign Expansion Plan, including localization roadmap, financial model, and Go-to-Market strategy projected to drive $40M USD revenues in first 4 years.

**Alternate Way Press 2007-2008**

* Worked with cross-functional team to ascertain the organizations core capabilities and developed consensus around an online distribution strategy.
* Developed multi-channel SEM strategy resulting in $20 CPA for author acquisition with a projected LTV of $300.

**YoNutz** **2006-2007**

* Developed business plans for fast-food start-up based upon multiple business models, including brick-and-mortar, food-truck, and franchising.
* Analyzed revenue and cost drivers and generated bottom-up *pro forma* financial forecasts.

**FOUNDER/GM**

**Mindful Measures 2008 – Current**

*Online retailer providing B2B and B2C products and service in the personal development industry.*

* Developed and brought 12 products to market (nine still available through Amazon), which required market research and competitive analysis (to identify target segments and white space opportunity).
* Developed defendable product positioning strategy - branding and multi-channel strategy, product lifecycle management, ecommerce, product design, packaging, pricing, and SEM strategies.
* Managed social media and performance advertising campaign to launch brand and drive client acquisition to nearly 100,000 clients across 5 continents.
* Created B2B partnering/co-branding channel to expand distribution 30%.
* Leveraged cloud sales platform in order to maintain net working capital below 20% of gross sales.

**BUSINESS DEVELOPMENT/MARKETING CONSULTANT**

**Intero Real Estate Services 2002-2008**

*Leading real estate brokerage firm, specializing in residential real estate sales.*

* Consulted on development of corporate market positioning and branding strategy of newly formed real estate brokerage firm, contributing to it capturing market-leader position.
* Analyzed large sets of market data and generated compelling charts for trends and feature valuations.
* Supported a top producing agent through the development and execution of outbound marketing and field marketing collateral and sales presentations (online marketing, direct mail, datasheets, video tours, and sales presentations) resulting in a CAGR of 27%.
* Created sales materials, multi-media presentations, personal branding and integrated ad campaigns.
* Executed direct email CRM campaigns across multiple customer segments to drive funnel progression.
* Coached new and seasoned agents in various disciplines of business and marketing strategy which resulted in the Cupertino office in becoming #1 in sales throughout duration of tenure.

**BUSINESS DEVELOPMENT/NEW AGENT TRAINING LEAD**

**Coldwell Banker**  **2001-2002**

*Real estate brokerage firm, specializing in residential real estate sales.*

* Led the sales and marketing training for 15 new agents.
* Managed data migration, analysis and presented relevant market story to partners, colleagues and clients.
* Generated PowerPoint decks and sales presentations that helped drive a closure rate of 50%.
* Created multi-channel marketing campaign which included direct mail, email, tradeshows and promotional CD that attributed to quality positioning, resulting in 6.25% price premium.

**BUSINESS DEVELOPMENT/MARKETING CONSULTANT**

**Century 21, RFP** **1999-2001**

*Family-owned real estate franchise, specializing in residential real estate sales and mortgages.*

* Drove repositioning of franchise from price/cost to quality, resulting in a CAGR of 42% by pushing adoption of digital and mobile technologies and creating new go-to-market roadmap for agents.
* Performed market analysis and generated segmentation and targeting strategy.
* Developed field marketing materials (sales presentations, fliers) and conducted market data analysis (property comparisons, competitive pricing options).
* Conducted personal branding campaign, data analysis, project management.

**EDUCATION**

**SANTA CLARA UNIVERSITY**

Master of Business Administration Degree (MBA) – *Beta Gamma Sigma,* December 2012

* Market Penetration plan for Chinese MNO looking to launch into US. Analyzed market opportunity and business environment, including Porter’s Analysis.
* Member, Consulting Club.

**CALIFORNIA STATE UNIVERSITY, HAYWARD (EAST BAY)**

B.S. – Business Administration, Marketing Management, August 1998

* Consulting Project for the CSUEB Drama Department tasked with developing strategy to drive attendance for performances. Project required market research and analysis, branding and promotions.
* President, VP of Public Relations for Pi Sigma Epsilon, on-campus organization focusing on marketing & sales: Hosted Regional Conference catering to 120 attendees and led Chapter to win 4 national awards.

**OTHER**

**Stanford Center on Poverty and Inequality (CPI), Stanford University 2008-2010**

*Nonpartisan research institute dedicated to monitoring and explaining the trends in poverty and inequality.*

* Co-wrote “Inequality Dictionary” which serves as an educational resource.

***The Leadership Challenge, Fifth Edition,* by James Kouzes and Barry Posner 2012**

* Featured as an example of extraordinary leadership and cultivator of culture-driven companies.