

JARED S. DEGNAN

Principal Consultant

202-413-3652 | jareddegan@mac.com | www.linkedin.com/in/jareddegan/ | Atlanta, GA

SUMMARY

Strategic and growth-focused professional with diverse experience in disruptive strategies, compelling narratives, and innovative go-to-market approaches. Proven track record of transformational change, developing c-suite relationships, and cross-functional engagement. Trusted business development partner with focus on quantitative outcomes and differentiated customer experiences.

RELEVANT SKILLS

Business Growth & Transformation

Strategic Planning & Execution | Change Management | Go-to-Market Insights & Analysis | Competitive Intelligence | Positioning | Customer Experience Design | Trend-Mapping | Cost / Benefit Analysis

Sales Development & Enablement

Client Value Propositions | Pipeline Development | Product Development | C-Suite Relationships | Pitch Design | Deal Architecture | Close Plans | Sales Enablement | Business Impact Modeling

EXPERIENCE

2018-Present	NCR VOYIX (FORMERLY NCR CORPORATION) <i>Principal Consultant, Hospitality</i>	Atlanta, GA
	<ul style="list-style-type: none">Led implementation of transformative solutions for Fortune 100 clients including Kentucky Fried Chicken, Walmart, Dollar Tree, Ahold Delhaize, Krispy Kreme Doughnuts, and Red Robin Gourmet Burgers.Achieved 20% YoY growth in consulting team through scoping, pitching, and managing "Growth & Innovation" discipline.Delivered \$5M+ in global services revenue and \$30M+ in pull-through over 4 years through consultative selling.Increased proposal values 70% - 80% through strategic sales enablement.Grew and managed consulting team from 1 to 12 full-time consultants and analysts in 2 years.Developed new product offerings based in Data, AI, and Machine Learning projected to drive \$10M+ in incremental revenue over 5 years.	
2018	MORRISON <i>Interim Chief Strategist</i>	Atlanta, GA
	<ul style="list-style-type: none">Transformed agency leadership through a successful turnaround initiative, generating \$3M in additional revenue through the establishment of a new global AOR relationship.Devised and executed cross-channel strategies and global digital engagement plans for prominent B2B clients, such as Samsung, Mitsubishi Electric, and Sealed Air Food Care / Cryovac.	
2015-2018	FKA (FORMERLY MOXIE) <i>Director, Digital Strategy</i>	Atlanta, GA
	<ul style="list-style-type: none">Led formulation of digital creative, data, and technology strategies aligned with client business objectives.Spearheaded customer journey mapping, persona development, and engagement strategy initiatives for high-profile accounts, such as Porsche Cars North America, American Cancer Society, and AMC Theaters.Improved efficiency of client initiatives, including those for Verizon Wireless, TGI Friday's, and Kohl's by orchestrating specialized consultations on e-commerce, data analytics, and go-to-market approaches.	
2014-2015	KELLEN <i>Director, Digital Strategy</i>	Atlanta, GA
	<ul style="list-style-type: none">Directed digital strategy team comprising three team members, offering consultancy in digital communications and issue management to leading companies, including Coca-Cola, Cargill, DuPont, Black & Decker, Boeing, and Nestle.Established industry-specific measurement and analytics initiatives by delivering strategic insights to Food Additives, Building & Construction, Airline Passenger Technologies, and Infant Nutrition sectors.Achieved 44% increase in digital revenue within 12-month period through comprehensive company-wide account development initiatives.	

2012 – 2013	BRANDMOVERS <i>Senior Manager, Digital Strategy</i> <ul style="list-style-type: none"> Pioneered inventive and impactful digital marketing engagement strategies for clients in the Technology, CPG, QSR, and Entertainment sectors, including DreamWorks, Dr Pepper Snapple Group, Vizio, and NuSkin. Executed and oversaw online customer behavior and brand impact analysis initiatives, leading to the acquisition of \$1M in new business within a span of less than 12 months. 	Atlanta, GA
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ADDITIONAL EXPERIENCE

2010-2012	BRANDWARE GROUP <i>Social & Digital Media Manager</i>	Atlanta, GA
2009-2010	MEREDITH CORPORATION (FORMERLY NMS) <i>Corporate Project Manager</i>	Washington, DC
2009	MARS PETCARE <i>Interactive Marketing Consultant</i>	Nashville, TN

EDUCATION

2007 - 2009	VANDERBILT UNIVERSITY OWEN GRADUATE SCHOOL OF MANAGEMENT <i>Master of Business Administration (MBA)</i> <ul style="list-style-type: none"> Specialization: Brand Management; Concentrations: Marketing & Strategy Independent Projects: Green Marketing Strategies at The Ritz-Carlton Hotel Company, Social Media Service Recovery Strategies at Yum! Brands 	Nashville, TN
1999 – 2003	THE GEORGE WASHINGTON UNIVERSITY <i>Bachelor of Business Administration (BBA)</i> <ul style="list-style-type: none"> Majors: Marketing, Tourism & Hospitality Management Dean's List, Fall & Spring 2003 Internships: Human Rights Campaign, Historic Tours of America, National Restaurant Association 	Washington, D.C.

AWARDS

GOLD W³ AWARD
Marketing & Promotion

SILVER W³ AWARD
Website/Blog

SOCIAL MEDIA ATLANTA
Top Social Media Influencer

IAVA COMMUNICATOR
Marketing Effectiveness Award

PRSA-GA PHOENIX
Best Web Marketing

AMA-DC “M” AWARD
Best Integrated B2B Marketing Campaign

VOLUNTEERING

2015 – Present	ASCENSA HEALTH, INC. (FORMERLY ST. JUDE’S RECOVERY CENTER) <i>Co-Chair, Board of Directors</i>	Atlanta, GA
2015 – Present	PGA TOUR OF AMERICA <i>Spectator Information Lead & Course Marshall</i>	Atlanta, GA
2010 – Present	DELTA SIGMA PI BUSINESS FRATERNITY <i>Mentor</i>	Nationwide