

# ASH HARRIS | Executive Leadership

Areas of Expertise: Executive Sales | Accounts Management | Business Development | Communications

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## Professional Summary

Accomplished professional with over 20 years of experience in technical consulting and strategic business development across various sectors. Renowned for driving growth and expanding operational footprints through innovative strategies and robust client relationships. Demonstrates proficiency in leveraging consultative sales techniques and strategic educational approaches to enhance client adoption and retention. Excels at cultivating strategic relationships and promoting corporate value propositions, consistently traveling to engage with industry partners and bolster business reputation and market presence.

## Core Competencies

- **Strategic Business Development & Sales:** Expertise in utilizing business intelligence to develop strategic initiatives and cross-selling techniques, underpinned by strong negotiation and contract management skills.
- **Technical Consulting & Solution Selling:** Skilled in identifying client requirements and providing bespoke solutions through expert consulting, focusing on strategic problem-solving and value creation.
- **Client Engagement & Communication:** Outstanding presentation and communication abilities in both in-person and virtual settings, including adept management of virtual meetings and technology setups.
- **Relationship Management:** Proficient in developing strategic partnerships and maintaining client relationships through emotional intelligence and active listening to address and resolve complex challenges.

## Professional Experience Highlights:

### Dover & Company, Director of Marketing

*December 2023 - Present*

- **Strategic Marketing Foundation:** Developed the strategic marketing plan using Acumatica ERP platform insights to drive data-informed decisions and support marketing initiatives.
- **Digital Strategy Initiation:** Initiated a comprehensive revamp of the digital marketing strategy, enhancing SEO, content marketing and social media engagement to significantly boost online visibility and credibility.
- **Innovative Brand Positioning:** Established a dynamic brand strategy using digital tools and analytics to position Dover & Company prominently within the regional market with expansion plans both statewide and beyond.

### Scepter Marketing, Director of Business Development

*June 2023 - December 2023*

- **Strategic Growth & Market Expansion:** Led strategic planning and execution of business development efforts, focusing on the promotion and sales of advanced marketing automation tools.

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- **Client Relationships & Account Acquisition:** Enhanced client relationships and account acquisition through empathetic engagement and personalized communication strategies, securing significant account acquisitions.
- **Market Analysis & Insight Strategy:** Performed thorough market analysis to identify trends and opportunities, devising proactive strategies to position the company advantageously against competitors.

## AKEA Web Solutions, CEO

*January 2010 - May 2023*

- **Strategic Leadership & Market Expansion:** Transformed AKEA from a regional Midwest provider into a global leader in web accessibility, significantly growing market share and establishing pivotal partnerships with top-tier institutions.
- **Brand Development & Strategic Alliances:** Developed and implemented a brand strategy that solidified AKEA as an authority in web accessibility, enhancing global visibility and fostering business growth.
- **Advocacy & Industry Influence:** Actively engaged with the World Wide Web Consortium (W3C), influencing global web accessibility standards, and promoting digital inclusivity.

## The Drinking Lunch | Business Networking

*Creator & Co-Founder | September 2015 - July 2022*

- Founded and led Lansing MI's premier monthly business networking event, building a vibrant community of entrepreneurs and professionals.
- Created opportunities for business growth among participants through effective networking and collaboration, bolstering the local business ecosystem.

## Center for Educational Networking, Technology Solutions Team Lead

*February 2004 - April 2014*

- Led the development of digital strategies to enhance communication and service delivery for grant-funded agencies within Michigan Department of Education, Office of Special Education (MDE/OSE).
- Managed a technical team to deploy innovative solutions that met with the unique needs of clients, enhancing engagement and communication efficacy.

## Education & Certifications:

- **Bachelor of Science**, Great Lakes Christian College, 1999
- **Certifications:**
  - Dale Carnegie, Effective Communications and Human Relations, 2006
  - Dale Carnegie, Leadership Training for Managers, 2012
  - Google AdWords, 2017