

PAT HOLDEN

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EXECUTIVE SUMMARY

- Serial technology entrepreneur who has founded multiple businesses
- Highly skilled market research expert led customer satisfaction programs for the world's largest automobile and hotel companies
- Consistently exceeded profit margin targets by more than 15%
- Demonstrated strong top line annual revenue growth with 50% increases on large (\$4MM) projects
- Aggressively grew the guest satisfaction program for InterContinental Hotels Group into the largest in the industry
- Reduced program implementation costs by 25% while meeting all timeline and quality metrics
- Expert technologist who created strategic marketing plans, and designed, built, tested, and launched three e-commerce platforms
- Top rated performer with excellent leadership skills
- Consistently able to motivate technology professionals to meet and exceed profit and implementation objectives
- Networker and fundraiser able to communicate strategic visions of startup companies and secure angel round funding commitments

EXPERIENCE

IPSOS (Formerly Synovate)

Chicago, IL

Director

Jul 2014 – Present

- Developed the industry standard template for large-scale (\$4MM to \$8MM) customer satisfaction programs in retail, hospitality, and financial services
- Optimized implementation processes to achieve 15% increases in gross margins
- Integrated social media data into loyalty platforms analytics
- Enhanced machine learning algorithms for text analytics
- Co-designed best-in-class customer feedback system to provide real time actionable information
- Grew annual revenue by 50% in key business segments

Senior Account Manager

Jan 2012 – Jun 2014

- Achieved a 50% increase in annual project revenues
- Reduced customer response timelines from monthly to real time utilizing an innovative design in mobile technology
- Selected as a new employee mentor via a rigorous high level C-suite evaluation process, improving new employee retention
- Skilled operations and marketing manager who drove very successful brand strategy changes including loyalty program rewards, hotel room configurations, and hotel amenities

SCPM Project Manager

Jul 2010 – Dec 2011

- Conceived Project Management Standards that restructured negative margin projects, restoring profitability within six months
- Created the Strategic Client Program Management group to improve process efficiencies
- Repeatedly recognized by senior management as a top performer on annual evaluations
- Received the "Thinking Outside of the Box" award for outstanding work with clients

Project Manager

Aug 2007 – Jun 2010

- Transformed a 65 automotive dealership pilot program into a national program encompassing 1,200 dealerships for Toyota
- Sold, developed and launched two of the first automotive client panels at Synovate
- Exceeded margin goal by 20% on a \$4MM project budget for a Fortune Global 500 company

Customer Service Manager

Mar 2006 – Jul 2007

- Grew business from 60 to over 1,000 automobile dealerships in the U.S.
- Responsible for sales of our "NADA-24" product to dealerships via National Automobile Dealers Association meetings and OEM Group sales presentations

GOLDMAN SACHS

Lake Forest, IL

Financial Analyst

Dec 2004 – Jan 2006

- Private wealth management and estate planning for over 90 Fortune 500 company executives

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ENTREPRENEURSHIP

SEVILLE CAPITAL GROUP

Co-Founder

Chicago, IL
Mar 2014 – Aug 2014

- Conceived the business model for a search fund targeting high potential, low performing companies
- Secured significant capital commitments from angel investors
- Identified market niche inefficiencies that could be profitably exploited
- Created a strategic launch plan for the company
- Developed web and print marketing plans for the company
- Recruited senior advisors, including former Fortune 500 CEOs, and private equity partners

LET'S BEV

Co-Founder and Chief Technology Officer

Chicago, IL
Mar 2012 – Present

- Launched online retailer specializing in unique items for entertaining
- Guided company to profitability within one year
- Personally designed and built a website and e-commerce solution for inventory management and online purchases

J.P.HOLDEN PHOTOGRAPHY

Founder

Chicago, IL
Jan 2011 – Present

- Designed and built a website and engineered e-commerce solutions for delivery of files online and purchases of prints
- Successfully formed a business specializing in wedding, infant, and fine art photography, and marketed it via social media
- Created online gallery with Etsy for fine-art print sales

HOLDEN'S ARCADE

Founder

Chicago, IL
Mar 2015 – Present

- Researched, designed, and built an innovative custom arcade cabinet
- Fully functioning arcade prototype with over 5,000 classic video games
- Integrated graphical interface to select gaming platform emulators
- Customized software to accept inputs from multiple gamepads and arcade devices
- Created a unique high performance gaming computer

EDUCATION

THE UNIVERSITY OF MICHIGAN

Bachelor of Arts in Economics

Ann Arbor, MI
Aug 1999 – May 2004

- Member of Comprehensive Studies Program
- Completed Summer Program with Computer Aided Engineering Network

MEMBERSHIPS

PROJECT MANAGEMENT INSTITUTE

Member

Mar 2013 – Present

VOLUNTEER

PETS ARE WORTH SAVING (PAWS) CHICAGO

Volunteer

Mar 2006 – Present

IPSOS CHARITY ORGANIZATION

Volunteer

Jun 2013 – Present

BIG SHOULDERS FUND

Fundraiser

Aug 2014 – Present

SPECIAL OLYMPICS OF CHICAGO

Fundraiser

Mar 2015 – Present