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CRITICAL TECHNOLOGY LEADERSHIP INITIATIVES

Strategic Business Planning | Revenue Expansion | Technology Strategy

CHALLENGE: Maximize revenue and market opportunities in digital, social and mobile marketing solutions.

ACTIONS: Spearheaded corporate initiative to design, develop and brand “managed host” services under separate business infrastructure.

- ▶ Architected sound business case with implications for cost-savings, economies of scales and dramatic revenue potential over 5-year period.
- ▶ Conceptualized service marketing strategies to capture non-traditional clients and groomed internal employee to assume general manager role of new entity.
- ▶ Liaised with senior management team, and legal and subject matter experts to launch the “Technology Bootcamp”

RESULTS: Successfully created highly profitable, self-sufficient business entity that tripled revenues within first year of launch.

IMPACT: New entity produced gross margins that exceeded rest of company’s earnings by 50% and achieved NPS that doubled the industry standard.

New Market Development | Emerging Technology Adoption | Technology Innovation

CHALLENGE: Exploit social media networking trends and design “first-of-its” kind brand marketing solutions.

ACTIONS: Assembled team of technology innovators to further evaluate and explore social media marketing and branding as profitable marketing solution.

- ▶ Identified appropriate technology platforms to link clients’ product/service marketing efforts through series of channels including web-based networks, YouTube, television, and interactive blogs.
- ▶ Unleashed proprietary branding approach, partnered with Pepsi to develop social media best practice and user guide that was rolled out to 30+ countries.

RESULTS: Was instrumental behind agency earning Groundswell award and Cannes Lion nomination.

IMPACT: Propelled social media solution services from zero to 40% of overall revenues within just 18 months; efforts successfully landed lucrative engagements with industry leaders like Target, Bank of America, Sprint and Verizon FIOS.

E-Commerce Implementation | Web-Based Solution Architecture | Market Growth

CHALLENGE: Increase agency’s market share and drive revenue growth in ecommerce marketing solutions.

ACTIONS: Steered sales team in closing \$15M web presence upgrade engagement with Random House.

- ▶ Led technical team in designing long-term digital strategy and extensive technology platform to adequately support cross-channel sales of \$1M+ products to B2B and B2C customers.

RESULTS: Captured 2 new ecommerce solutions clients through direct referral; new portfolio services are achieving financial/revenue targets and have generated high NPS scores.

IMPACT: Was pivotal in developing complex web-based solution that grew company ecommerce sales 5X.