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### **Senior Business/Marketing Executive**

Solution focused leader with extensive experience in operations, marketing, customer satisfaction, cost reduction and change implementation. With over 7 years of experience in developing and selling business to consumer marketing programs, the ideal fit would be in operations or marketing management.

These skills have lead to significant growth and profitability for diverse organizations. Examples are; Leverage experience in strategic sales planning, finance and operational management to reduce operating costs while improving customer relations. Drive company growth through the marketing and managing of product lines and redefining ideal clients through SWOT analysis. Improved revenue streams while reducing costs, improving margins to 50% through the implementation of new capital equipment, process improvements and integration of new software technologies.

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Strategic Planning – Business Consulting – Process Improvement – Program Management – Sales Support – Customer Service – Operation & Program Management – Quality & Process Improvement – Contract Relations - Contract Negotiations – C-Level Proposal Development & Presentation

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### **Professional Experience**

#### **Target Corporation 2004 to Present**

##### **Hardlines and Logistics Executive Team Leader**

Manage hardlines segment of store business with responsibility for 75-125 team members and revenue in excess of \$30,000,000. Specific areas of concentration are:

- Manage P&L of business segment and store guest service ratings.
- Recruit, hire and develop a team.
- Forecast sales and payroll to ensure proper staffing for peak times.
- Oversee pricing, merchandising and sales floor staff to ensure great guest service is provided.
- Open and close the store on assigned days and provide leadership during the hours of operations.
- Maintain budget controls and the safety team as the safety captain.
- Manage planogram activities which encompass all store product resets and revisions throughout each season.

Significant accomplishments include, reducing payroll by over 50,000 hours in 3 years. Improved guest satisfaction, from last place to leader within the district. Manage community giving and United Foundation campaign at store level. Focused team leaders to improve team member training, improve processes through best practices and increase efficiencies while improving guest satisfaction. Motivate team in highly challenging (high risk) business environment to succeed in managing change, improve guest service and profitability.

#### **Continuity Programs 1998 - 2003**

##### **COO/Technology Manager**

Manage the day-to-day business activity of a \$12,000,000 and 60 employee direct marketing and direct mail company focused on 1to1 customer relationship marketing. Company provides B2C creative services, marketing, database management, data warehousing, and data mining services to various companies. Company also provides plastic card personalization, laser printing, mail and fulfillment along with program timed mailings over extended periods to increased consumer relationship longevity with our clients. Clients included Wells Fargo, National City Bank, Regional Prudential offices and GMAC.

Provided direction and support to 6 cross-functional managers who coordinate business activity centered on building lifetime business to consumer relationships. Improve profitability through contract negotiations and volume leveraging. Business growth has been over 25% for 3 consecutive years.

Previous individual successes included facility expansion, implementation of a new relational database, which replaced the company's proprietary legacy database application, represented company in all contract negotiations and equipment/technology purchases.

- Developed internal quality program.
- Coordinated the implementation of company budgeting system.
- Managed company growth in excess of 25% per year through realignment of sales focus to large, more profitable clients.
- Redeploy company web site to allow data interchange with clients which reduced data entry workload by 75%.
- Begin the implementation of new scanning technology to leverage automation
- Improve online and paper statistical reporting to clients while reducing operating and mailing costs.

### **City of Wixom 1999 - 2003**

#### **Councilman**

Provide ongoing support of citizens of Wixom and city administrative staff through budget and public program oversight for a city of approximately 12,000 and annual budget of \$9,000,000. Suggest and enact laws and city ordinances. Engage in ongoing interaction with county, state and federal officials to transact the business of the City of Wixom. Previous civic involvement also included Parks and Recreation Commission Member, Library Board Member, Various other committees and Past President of Wixom Goodfellows.

### **Ancor 1995 – 1998**

#### **Director of Card Systems**

Directed sales and marketing strategy for largest plastic card service bureau in Michigan. Develop SWOT analysis and marketing plan for plastic card personalization product/service line, which identified key markets, ranked potential opportunities to, and developed targeting strategies to market services to companies within these markets. Services provided included Plastic Card Personalization, Laser Printing, Data Mining, Data Storage, Disaster Recovery, Fulfillment and Mail Services. Technical and production support included working internally to train sales staff in all aspects of plastic card personalization and their assorted services. Directed programming staff on client requirements and ensured specifications was implemented within programming deliverables. Provided sales support through the development and delivery of presentations of company services to prospects at senior management level. Monitored and coordinated scheduling with production departments related to implementation of new customer programs within production process, ensuring adherence to customer specifications.

- Negotiate equipment acquisition as necessary to support business objectives.
- Built business unit from \$0 - to \$3,000,000+ in annual reoccurring plastic card data processing, data warehousing and related services revenues.
- Secured multiyear contracts with national accounts such Blue Cross Association, AAA and Value Rx and local contracts with Health Alliance Plan of Michigan and SelectCare.

### **Blue Cross and Blue Shield of Michigan**

#### **Manager, Plastic Card Services 1985 - 1995**

Managed largest single card issuer in Michigan. Provide leadership to team of 25 supporting BCBS of Michigan subscriber ID card issuance. Staff included programmers, business analysts, various equipment operators, and supervision across 3 shifts. Staff contained both unionized and non-union employees. Managed processes through cross company teams in Membership and Billing, CIS, Sales, Marketing and other department as necessary. Developed quality control methodology and improved processing time for BCBSM ID card issuance from 14 days to 3 days. Managed department budget of over \$2.5 million dollars consistently within corporate guidelines of 5% or less variance to budget. Developed external business production from 2 million cards annually to over 14 million cards produced annually while being the only department within the division operating at a profit for the corporation. Clients included numerous AAA Clubs, Ford Motor Company, Entertainment Publications and others. Recognized by the company with PIE awards and various. Completed several management, and teambuilding courses throughout my eleven years with BCBSM.

## **Education**

### **Central Michigan University Mt Pleasant, MI 2003**

Bachelor of Science , Business administration/ Organizational Administration

Graduated: Cum Laude 2003

