

Ben Peter, MBA, PhD
Organizational Development and Change – University of Texas
Master of Business Administration (MBA) - Mississippi State University
Bachelors of Business Management (Summa Cum Laude) - Oral Roberts University
Six Sigma /Lean Fundamental
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S U M M A R Y

A solution driven business executive with years of successful experience in Marketing, Sales and Business Development, Client Relationship Management, Market Research / Analysis, Project Management, Financial Analysis, Consumer Insight, and Statistical Analysis. Recognized for building strong brands and a key contributor to strategic business planning with experience leading, managing, and developing long-range growth plans.

- **Leadership** – Talented sales strategist and tactician offering thought leadership, strategic advice, insights for market differentiation, competitive advantage, and go-to market strategies using best in class tools and processes. Extensive experience in a fast paced highly competitive industry and highly matrix organization.
- **Business Development** – Drive market enthusiasm through communications, seminars, trade shows, and industry events, with new media, online marketing, social media, and SEO savvy.
- **Advisory** – Use market research and competitive intelligence to enhance decision science capabilities, developed strategic action plan for double digit growth and market expansion.
- **Finance and Operations** - Provide strong management control over all business disciplines – sales, marketing, operations, service, finance and human resources.
- **Logistics Management** -Supervise end-to-end logistics processes, in coordination with Logistics and Warehouse People Development.

P R O F E S S I O N A L E X P E R I E N C E

Founder / CEO - Slabdeck Technology Inc

Provide strong management control over all business disciplines

- Creativity and innovation
- Sales and marketing
- Operations, service delivery, human resources, and finance.
- Support the entire business-delivery process

VP Business Development of North America / Africa – Max International

Creation and implementation of business development and communication programs for field sales

- Oversee the preparation of forecasts and sales reports and actively drive sales so as to meet annual revenue budget
- Provide leadership and direction to subordinates towards the achievement of goals and objectives
- Guide and motivate subordinates to enhance performance and produce quality work, and ensure that they are continuously developed for higher level roles
- Communicate any organizational changes and mitigate risks through effective change management

Assistant Professor of Management - Oral Roberts University

Teaching management-related topics at the undergraduate and graduate level

- Advise/mentor students
- Prepare and deliver lectures. Compile, administer, and grade assignments/examinations
- Conduct research and publish in high quality, peer-reviewed journals. Present findings at professional conferences
- Serve on faculty committees and contribute to the university community through service
- Develop course materials/assist in departmental development of curriculum

Founder / Chief Executive Officer – Soluna Worldwide

Provided general oversight of all Soluna Africa's activities and manage the day-to-day operations in ensuring a smoothly functioning, efficient organization.

- Provided strong management control over all business disciplines
- Responsible for P&L, Sales and Business Development
- Directed the highest level of professionalism across each one of the departments by overseeing recruitment, training, management and career development of staff.
- Ensured that the highest level of customer service was implemented across business

General Manager - Trevo

Provided general oversight of all Trevo Africa activities and manage the day-to-day operations in ensuring a smoothly functioning, efficient organization

- Implemented the appropriate and necessary systems, strategies, action- plans and controls required to improving general operational and management delivery as well as to fully achieve all stated business objectives and budget targets
- Ensure that the best utilization is made at all times, of all physical assets that the company may own, through maximizing the efficiencies and application of all resources that are at a General Manager's disposal
- Accountable for the development and implementation of the marketing program, corporate communication, and public relations

Manager Marketing Research & Competitive Intelligence - Novation / Vizient Inc

Oversee the conception and production of strategic marketing research deliverables, practical solutions for operational challenges and delivery of insight-based reports for Novation's strategic planning and growth.

- Responsible for managing and executing large complex survey research study - market segmentation, new product and service research, concept testing, customer satisfaction, loyalty and preference surveys, competitive intelligence studies, as well as ad hoc studies for sales, marketing, contracting and sourcing business development teams.
- Responsible for defining the research scope, selection of appropriate research methodologies, survey development, to vendor management

Coordinator Student Success Research – Tarrant County College

Collaborates with Student Success staff to provide timely, relevant and accurate student success data to internal audiences

- Identified, designed and executed quantitative, qualitative and survey research projects, providing input on design, development and implementation
- Worked with large complex data sets
- Prepared reports, summarized data and analyses that presented results in a clear and concise manner to the college leadership team

Regional pharmaceutical sales rep - AstraZeneca Pharmaceutical

Directed sales, marketing and account management activities for 309 targeted accounts by implementing direct sales strategies and maximizing key physician contact

- Monitored competition by gathering current marketplace information on pricing, products, new products, delivery schedules, merchandising techniques, etc. Recommended changes in products, service, and policy by evaluating results and competitive developments.
- Maintained professional and technical knowledge by attending educational workshops, reviewing professional publications; establishing personal networks; participating in professional societies.
- Achieved outstanding sales results by creating strategic business and marketing plans to capture potential business in primary service markets.

Professional Consulting - Starlight Global Research

Collaborate with clients to identify needs, goals and objectives for consulting projects in the determination of short and long-term initiatives.

- Helped client successfully introduced new lines of product to the market - Consumer insights and trends analysis which is used in developing marketing strategies and product enhancements/offerings, brand differentiation, positioning, marketing messaging and advertising effectiveness
- Monitored fundamental economic, industrial, and corporate developments through the analysis of information obtained from financial publications and services, investment banking firms, government agencies, trade publications, company sources, and personal interviews

Financial Analyst Intern - UBS Financial Services

Analyzed business issues, recommended solutions, demonstrated analytical and problem-solving abilities, and worked with peers and financial advisers to influence decisions that maximized client's portfolio.

- Conducted feasibility, marketing research and industry analysis, pricing / break-even analysis, financial analysis and forecast modeling.
- Performed sensitivity analysis and Monte Carlo simulation on retirement accounts. Researched the stock market and analyzed relationships between economic data and capital markets performance.
- Updated risk profiles, constructed various investment models (often including hypothetical situations involving client portfolios), charted specific company stock prices for data, analyzed client lists for lending opportunities and created marketing pieces to help support my financial advisor's business

PUBLICATIONS

Peter, A. B., "The Impact of Authentic leadership behavior on employee engagement and organizational ethical culture in Nigeria" (2016). *Human Resource Development Theses and Dissertations*. Paper 16.

Chatham, M., Gilpin, B., Peter, A.B, Romell, T., 2015, "Career Transition Barriers with Veterans". Interactive Roundtable Session. *International Research Conference in Americas*.