

## **Shawn Brodof, MBA, LPBC**

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### **Executive Overview:**

*A gifted problem solver with an innate ability to distill and synthesize available information to provide informed recommendations. Proven experience in: project and process management, root cause analysis, relationship management, marketing, e-commerce, business development and financial modeling. A consummate entrepreneur, teacher, trainer and author.*

### **Experience:**

#### **Clarity Coaching, Charlotte, North Carolina**

*President and Head Coach*

2009 - Present

- Provide business coaching services for business owners, entrepreneurs, sales professionals and managers.
- Work with clients on an ongoing basis either one-on-one, in group settings or in day-long boot camps helping them make incremental improvements to their business practices.
- Conduct training workshops on a variety of business-related topics (see Speaking Engagements).
- Keynote speaker for civic groups and trade organizations.

#### **Author**

*The Termite Effect - 25 Common Business Mistakes and the Hidden Consequences.*

- *The Termite Effect* examines common business mistakes and offers practical strategies to avoid them and solutions to fix those that may already exist.

#### **Adjunct Professor - Ketner School of Business at Catawba College**

- Small Business Management

#### **Bank of America, Charlotte, North Carolina**

*Vice President, Debit Card Operations - Consumer Deposit & Debit Products*

2004-2009

- Led Six Sigma Black Belt project to reduce the number of cards captured at Bank of America ATMs with projected annual expense savings of \$4 million.
- Managed debit card authorization process.
  - Systematized the monitoring of debit card authorizations.
  - Performed in-depth root cause analysis and troubleshooting on both systemic and customer-level problems.
  - Managed process improvement initiatives.
  - Partnered with multiple business partners including operations, risk and ATM.
- Provided business support for Debit Card Operations.
- Led project that reduced debit card declines which provides over \$15 million in annual incremental revenue.

*Vice President, Card Services and e-Commerce Technology*

2002-2004

- Performed relationship management and planning activities for several lines of business within the Consumer Products Division.
- Monitored the progress of over 100 active projects.
- Supervised, facilitated and communicated resource management activities for 1,100-person organization.

**Clarity Realty, LLC**, Fort Mill, South Carolina

*Broker in Charge*

2005 - Present

- Provide full-service residential real estate brokerage services.

**Wachovia - Evergreen Investment Services, Inc.**, Charlotte, North Carolina

*Vice President, Internet Marketing*

2000-2002

- Managed the day-to-day operations of Evergreen Investments' multiple websites.
  - Website traffic increased by 400% during my tenure from 9,500 to 42,000 average monthly user sessions. Average user session length increased from 6:45 to 11:30 minutes.
- Collaborated with business units to develop, improve and manage their business and product-specific websites.
- Developed and managed online broker referral program.

*Assistant Vice President, Strategic Planning and Product Development*

1996-2000

- Supplied the analysis required to make acquisition decisions. During my tenure, the acquisition of \$10 billion in mutual fund assets was consummated.
- Managed the integration task force for the acquisition of the Keystone Funds.
- Managed the production of funds' performance book for quarterly review by Board of Trustees.

*Performance Analyst*

1995-1996

- Provided the daily reporting of fund net asset values, dividends, and fund performance.
- Implemented automation of fund reporting processes.

**Other Experience:**

**Clarity Marketing Solutions, Inc.**, Charlotte, North Carolina

*Founder*

2001 - 2006

- Provided Internet and web-related training for clients.
- Developed websites and related marketing materials.
- Offered business development and marketing consulting services

**Worldwide Fantasy Sports, Inc.**, Charlotte, North Carolina

*Founder and CEO*

1999 - 2000

- Established this internet start-up company including the writing of company's business plan.
- Presented company's business plan to potential investors.
- Organized a team of relevant personnel including database, web developers, legal and marketing.
- Researched, identified and pursued strategic partnerships.

### **Education & Licenses:**

**University of North Carolina at Charlotte**

MBA, Finance Concentration, 1996

**University of North Carolina at Chapel Hill**

B.A., Political Science, 1992

**Licensed Professional Business Coach** – 2009-Present

**Six Sigma Black Belt Training** – 2008-2009

**The Strategic Coach** – 2007-2008

**Real Estate Broker License** – 2005-Present

**Six Sigma Green Belt Certification** – 2002

**Passed Level I Chartered Financial Analyst (CFA) Exam** - 1999

**Series 7 securities license** - 1998

### **Speaking Engagements:**

**2011**

- **Lake Norman Remodeler's Council**  
*Common Mistakes Made By Business Owners*

**2010**

- **Rowan-Cabarrus Community College**  
*Top 10 Mistakes Made By Business Owners*
- **UNCC Corporate Training Division**  
*Focus Management*
- **WeWin Network**  
*Got Rudder?*
- **Master Title Agency**  
*Corporate Mission / Vision Statement Development*

- **Kiwanis International**  
*Focus Management*
- **MassMutual Financial Group**  
*Focus Management*
- **American Business Woman's Association**  
*Long-Term Planning and Short-Term Progress*
- **International Association of Home Staging Professionals**  
*New Year! Fresh Start!*
- **Rotary Club - Mooresville**  
*Getting the Most Out of Every Day*
- **The China Grove Board of Trade**  
*New Year! Fresh Start!*

## **2009-2010**

- **Lake Norman Chamber of Commerce**  
*Planning for 2011 – The Clarity Coaching GamePlan™*  
*The Termite Effect – Avoiding the Top Three Business Mistakes*  
*The Termite Effect – Three Foundational Business Mistakes*  
*\$1 Marketing Ideas and Other Guerrilla Marketing Concepts*  
*Marketing 101 - A Shot of Espresso*  
*The Lost Art of Networking: How to Become a Master Networker*  
*Focus Management: The Fusion of Time Management and Strategic Planning*  
*The Lost Art of Listening: How Your Listening Skills May Be Killing Your Business*  
*The E-Myth Revisited – A Book Review and Lessons Learned Discussion*  
*Planning for 2010 and Beyond*  
*Twenty-Five Mistakes That Business Owners Make*  
*How to Double Your Profits: Seven Strategies That Work Together to Double the Profits*  
*How to Effectively Market to Your Existing Customers*
- **St. Mark Catholic Church**  
*Personal Finance 101*

## **Before 2009**

- **Central Piedmont Community College**  
*Small Business Seminar Series - 2004*  
*Systematize Your Marketing Efforts*  
*Survival Marketing*

## **Personal:**

- Married, father of three.
- Coach youth soccer and basketball.