

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.