

COLIN KING

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EXECUTIVE BIOGRAPHY

CORE EXPERTISE

Business Development
Sales Management
Marketing & Advertising
Operations Management
Teambuilding
Industry Relations
Budgeting
Strategic Planning

Leveraging passions for business and aviation, Colin King has built a reputation as an esteemed visionary and strategist in nonprofit and corporate sectors. His more than 50-year career includes almost four decades of success in driving the direction of the world's leading aviation publication, *Aviator*, giving the magazine an edge over the competition by orchestrating team transformations, penetrating the global market, introducing innovative new media products, and overseeing four successful changes in ownership.

RESPECTED AGENT OF CHANGE

During his tenure with *Aviator*, Colin brought the publication to all-time revenue highs, even amid dramatic economic fluctuations, by envisioning and implementing cutting-edge marketing and advertising initiatives, in addition to overseeing tactical budgeting and financial management, stringent editorial standards, industry relationship building, and team training/development programs. In 2014, he was offered the opportunity to apply his team-oriented, transformative mindset as Executive Director of Corporate Angel Network (CAN), a charitable organization very dear to Colin.

Several years ago, while simultaneously leading the charge at *Aviator*, Colin joined CAN's Board of Directors, providing critical insights on decisions to guide this nonprofit provider of free air transport for cancer patients to and from medical centers. Following the retirement of CAN's Executive Director in 2014, Colin was asked to assume the high-profile position, with the goal of improving the organization's image, services to cancer patients, and overall effectiveness.

Despite his brief tenure with CAN, Colin enacted major changes that positively impacted the organization, such as fostering high-level relationships with industry associations, publications, and special interest groups to enhance and expand services; formulating a forward-looking, long-range business and marketing plan; and championing teambuilding, rewards, and recruiting initiatives. In just one year, his transformative efforts dramatically increased awareness of the organization and gave deserving cancer patients critical transportation services to receive lifesaving treatments.

MULTITALENTED CANDIDATE

Prior to CAN and *Aviator*, Colin's early career spanned publications management, piloting, flight engineering, and sales roles, where he acquired a diverse skill set that positioned him for success in future endeavors by exposing him to a wide range of business areas.

DISTINGUISHED VETERAN

In addition to his impressive career in the business world, Colin is a decorated military veteran who completed two combat tours in Vietnam and one combat tour in Korea. All told, Colin served six years on active duty and 15 years in the Air Guard. Over the course of his military experience, he flew helicopters and airplanes, along with commanding ground and flight platoon units, company units, and a flight standards branch. No matter the challenge or the risk, Colin demonstrated unwavering leadership and decision-making expertise—traits that have become the core of his business philosophy.

CREDENTIALLED PROFESSIONAL

In terms of education, Colin holds a bachelor's degree in literature from John Carroll University. He has also acquired multiple aviation credentials, including Airline Transport Pilot (ATP), CFII Rotary and Fixed-Wing Pilot (7,000 hours), Army Master Aviator, and 727 Flight Engineer. Colin is currently affiliated with numerous industry associations as well, such as the National Business Aviation Association (NBAA), National Air Transport Association (NATA), Aircraft Owners and Pilots Association (AOPA), Women in Aviation International (WAI), and Lindbergh Foundation.

PERFORMANCE HIGHLIGHTS

- After 3 months of business-transformative initiatives, increased patient flight totals 3%, elevated CAN's recognition/image to garner industry support, secured free ad placement in circa 30 titles and on TV monitors in major FBOs, and amplified staff morale and productivity.
- Propelled website views to 500,000+ per month, producing circa \$250K in digital revenues, and positioned *Aviator* magazine as the premier digital product leader in the aviation consumer publications market.
- Dramatically enhanced *Aviator's* image, reputation, and credibility, yielding a 30% increase in advertising sales, enhancing qualified paid circulation, and establishing *Aviator* as the leader in today's high-tech aviation consumer market.