Derrek Schartz

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Professional Strengths:

- Innovative, forward-thinking executive with over 25 years of experience in sales and marketing
- Fair, decisive leader who believes in high standards, quantifiable results and team camaraderie
- Insightful sales operations expert skilled at identifying bottlenecks and streamlining processes
- Tech savvy strategist with a holistic perspective and ability to penetrate new/underserved segments
- Determined sales accelerator able to build and train effective teams that exceed expectations
- Personable, influential negotiator focused on solving customer problems and forming strong bonds

Teaching and Professional Experience:

Texas State University, San Marcos, TX – January 2023 to Present
Assistant Professor of Instruction
Assistant Director, Center for Professional Sales – McCoy College of Business
Head Coach – International Collegiate Sales Competition Team for Texas State University

- Courses taught:
  - MKT3358 Professional Selling
  - MKT4392 Sales Internship
  - MKT4396 Directed Studies in Professional Selling

Hesston College, Hesston, KS and **Newman University**, Wichita, KS
Professor of Marketing and Management ~ August 2022 to January 2023

- Responsible for teaching various courses in marketing and management
- Courses taught include Principles of Marketing, Marketing Management for MBA Students, Strategic Management, Introduction to Business, and Economics

LEGEND SENIOR LIVING, LLC ~ Private Pay Health Care Provider
Senior Vice President of Sales & Marketing ~ June 2017 to August 2022

- Recruited to manage 6 in marketing, 5 managers and 55+ salespeople responsible for overall business growth
- Increased occupancy rates 400 basis points in less than 2 years in 41 locations covering 6 different U.S. states
- Spearheaded many digital marketing initiatives, overhauled the website and launched a client call center

Corpay, Inc. (Fleetcor) CLC LODGING, INC. ~ Corporate Outsourced Lodging Services
Senior Vice President of Sales ~ October 2011 to June 2017

- Recruited due to slow growth to build a team that could accelerate sales and improve market positioning
- Built the team from 11 to over 40, growing sales 229% over five years, far exceeding company expectations
- Diversified the customer base to include more small and medium sized companies, while expanding large accounts

AXIS TEKNOLGIES ~ Wireless Network Design Consultants
Chief Sales & Operating Officer ~ January 2011 to October 2011

- Promoted to handle all sales and operations, managing 8 direct reports and 125 indirect consultants
- Maintained all previous roles, while adding oversight of the proper execution of each contract for quality control

Vice President of Sales & Marketing ~ October 2009 to January 2011

- Recruited to manage 2 in marketing, 6 in sales and 3 account managers tasked with growing the overall business
- Increased placements with the largest client, growing roughly 40% in one year from 90 projects to over 125
- Grew major accounts with carriers and infrastructure providers from 3 to 8, exceeding company expectations
- Created a strategic marketing plan, including an updated website, digital initiatives and a new customer call center

STRATUS TECHNOLOGIES, INC. ~ IP-Based Telecom Platform

Via Acquisition of Emergent Network Solutions ~ September 2006

Vice President of Sales & Marketing – Telecom Group (Stratus) ~ September 2006 to October 2009

- Maintained role through acquisition, adding 4 new sales members and working with corporate on all marketing
- Created a strategic go-to-market plan for the combined product that increased revenue by 40% over 2 years
- Managed product/feature design and helped the marketing team understand product value and vertical markets

Vice President of Sales & Marketing (Emergent) ~ February 2002 to September 2006

- One of the first 5 employees in a new startup making a programmable IP Class 4 switch for enhanced applications
- Built a sales team from zero to 5 direct reports and a distribution channel, bringing in ~$12M annually by 2006
- Created a go-to-market plan that successfully launched the product into a totally new market segment
- Managed several marketing vendors doing public relations, advertising, communications and digital initiatives
- Participated in acquisition meetings to highlight company value, future direction and options for product integration

Education:

- **Doctor of Business Administration** ~ Newman University ~ Wichita, KS ~ May 2025
- **Master of Business Administration** ~ Wichita State University ~ Wichita, KS ~ August 1988
- **Bachelor of Science in Business** ~ Friends University ~ Wichita, KS ~ June 1985