

# BRYAN CHRISTIANSEN

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## Executive Summary

Multilingual executive with over 20 years' experience in providing dynamic leadership and management to start-up and established organizations in the USA and abroad. Visionary business professional offering advanced experience in overseeing operations, driving business strategy, and overhauling distribution networks. Highly accomplished in new business development and strategic planning resulting in consistent growth and profitability. Proven leader with solid track record of effective communication, client relationship building, and project management to achieve organizational goals. Former Registered American Express Financial Advisor and IBM Salesperson.

## Core Competencies

- Creativity
- Revenue growth and market expansion
- Professional presentations
- Communications & Public relations
- Chinese, Japanese, Spanish, Turkish
- Cross-functional collaboration
- Project/Program management
- Contingency and strategic planning
- Training and mentoring
- Procedure redesign
- Productivity performance
- Technology implementation

## Professional Background

**CHIEF EXECUTIVE OFFICER** | 04/2017 to Current

**Tactical Systems, LLC - Indianapolis, Indiana, USA**

- Lead own management consultancy primarily servicing middle-sized organizations in multiple industries
- Revitalize business plans and realign client objectives to increase overall profitability
- Monitor business trend forecasts and adjust budgets and operational plans to maximize growth and opportunities
- Establish clear and effective policies for standardization across different areas of client operations
- Oversee strategic business decision-making to develop, enhance, and streamline client mission and operations
- Mentor leaders in client firms to develop skills and improve company processes
- Prepare and present technical proposals for clients

**PRESIDENT/FOUNDER** | 09/2004 to 12/2017

**PryMarke, LLC - Ann Arbor, Michigan, USA**

- Responsible for all Profit-and-Loss activities of own management consultancy for middle-sized clients in various industries worldwide
- Monitored business trend forecasts to maximize business growth and opportunities
- Enhanced client business flows to identify opportunities for sustainable improvement
- Collaborated with client partners to develop and actualize strategic plans to advance company's mission and objectives and promote revenue, profitability, and sustainable growth
- Developed several international projects with value over US\$50 million
- Spearheaded initiatives to keep business sustainable and scalable during changes in early-growth, mature, and declining industries

**PRESIDENT/FOUNDER** | 08/1997 to 06/2004

**The Christiansen Corporation - Atlanta, Georgia, USA**

- Responsible for all Profit-and-Loss (P/L) activities of own management consulting firm servicing middle-sized companies
- Formulated and launched marketing and promotional campaigns to maximize profits
- Determined revenue and profit impacts of market strategies and led business direction toward profitable channels
- Built and deepened relationships with industry partners, driving substantial improvements in revenue numbers for clients while expanding operations into new areas
- Monitored business trend forecasts and adjusted budgets and operational plans to maximize growth and opportunities in multiple industries and business cycles
- Oversaw strategic business decision-making to develop, enhance, and enforce business mission

**SENIOR INSIDE SALES REPRESENTATIVE** | 04/1995 to 07/1997

**IBM Corporation - Dallas, Texas, USA**

- Cultivated long-term relationships with clients using consultative sales talents to meet US\$2 million annual sales quota
- Cross-sold IBM and non-IBM products and services to manufacturing customers
- Ensured effective customer communication to maintain customer satisfaction and loyalty
- Collaborated with IBM Consulting Group at on-site visits to Japanese transplant manufacturing firms in the eastern USA by interpreting and translating English and Japanese

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## Major Business Projects

Robotics Project - Singapore (2020) \*\*\*

Logistics Project - Kazakhstan (2018-2019)

Cement Project - Russia (2016)

MRI Project - Turkey (2014-2015)

Manufacturing Project - Turkey (2008-2011)

Software Translation Project - USA (2001-2002)

International Oil & Gas Project - Russia (1997-1998)

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## Select Publications

*Cross Functional Collaboration in Agile Project Management for International Trade* \*\*\*

*Global Applications of Multigenerational Management and Leadership in the Transcultural Era*

*Handbook of Research on Effective Marketing in Contemporary Globalism*

*Theoretical and Applied Mathematics in International Business*

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## Education

**Excelsior College - Albany, New York | Master of Science**

Cybersecurity, Expected in 12/2021

**Project Management Institute - Newton Square, Pennsylvania | Certified Associate in Project Management (CAPM)**

Project Management, Expected in 12/2020

**Capella University - Minneapolis, Minnesota | Master of Business Administration**

General Business, 03/2003

**University of The State of New York - Albany, New York | Bachelor of Science**

Marketing, 11/1996