

KENDLEY J. DAVENPORT

TRANSFORMATIONAL BUSINESS STRATEGY AND EXECUTION

CEO, COO AND VICE PRESIDENT OF SALES



Leesburg, VA 571.919.7298

kendleydavenport@gmail.com

www.kendleydavenport.com

www.linkedin.com/in/kendleydavenport/

PERSONAL PROFILE

A Visionary and Charismatic C-Suite Strategist with 20+ years of quantifiable success in defining new trajectories, executing transformational business agendas, and delivering sustainable multimillion-dollar outcomes in high-growth, saturated or turn-around environments. Demonstrated expertise in developing and implementing effective sales strategies, directing go-to-market campaigns, and negotiating substantial global contracts to accelerate business development and revenue growth. Very flexible and able to adapt quickly to new industry trends, build key relationships and collaborate with high-performance teams to meet/exceed corporate objectives. International experience in the US, Europe and UK.

CORE COMPETENCIES

- New Service Development
- Strategic Planning
- Change Management
- Sales Cycle Management
- P&L/Budget Direction
- Opportunity Identification
- Start-up/Mergers & Acquisition
- Integrated Marketing
- Customer Engagement
- Lead Generation
- Forecasting/Analysis
- Market Penetration
- C-Level Business Development
- Business Intelligence
- B2B Sales Presentations
- Leadership/Collaboration
- Staff Development/Sales Training
- Written/Verbal Communication

REFERENCES

Available upon request.

SELECTED HIGHLIGHTS

- Leads value-added team building focused on "collaboration, clarity and accountability" for enduring success. Built Sodexo Education Division into one cohesive group of top contributors that over delivered on sales targets. Team included 5 of 18 top performers in company.
- Created winning sales culture, transforming NE territory of Sodexo from poorest revenue producing region to #1 ranking – netting some of the largest accounts in the Division's history, while retaining the most prestigious reference accounts in the portfolio.
- Identified potential acquisitions, and led due diligence on four mergers and acquisitions, valued at \$62M.
- Fueled ongoing growth through differentiated brand-building, new business development, and integrated sales and marketing plans. Tripled value of Source4Teachers and contributed \$800M long-term revenue growth at Sodexo.
- Architected a business-critical turnaround in the second most competitive market in the cruise industry, during a critical period when key client relationships and contracts were on the line. Instituted business enhancing operations, growing sales 18% and boosting profitability 21%.
- Named one of the Top 50 regional CEO's by Smart CEO magazine, a national publication. Listed on Philadelphia 50 Leaders to Watch.

PROFESSIONAL EXPERIENCE

Library Systems and Services & LibraryIQ – Rockville, MD 2019 – PRESENT

Library Systems and Services is the largest provider of outsourced managed services for public library's in the U.S. partnering with city and county governments. LibraryIQ offers a suite of services for public libraries that includes an SaaS collections management solution that is revolutionizing the industry.

VICE PRESIDENT OF SALES

Responsible to the CEO for strategic planning, sales development and growth, P&L, and process implementation. Led all major account presentations and contract negotiations; point person in discussions to influence decision making and win client confidence to unlock potential opportunities.

- Directed all business development activities and developed the SaaS sales strategy for launch.
- Aggressively increased revenue by +30% within the first year.
- Developed a proven and repeatable sales process to facilitate scaling the sales organization. Designed and executed the company's first sales playbooks for all lines of business.
- Instituted sales training programs and built company's first sales onboarding program to ensure early success for new hires.
- Developed various marketing programs and methodologies to increase customer loyalties and minimize customer attrition.
- Redesigned the CRM (Salesforce) into an effective tool to enhance pipeline development and closing.

PROFESSIONAL EXPERIENCE (CONTINUED)

Springboard Education in America, LLC

2018 – 2019

A provider of before, after and enrichment school programs for K-8 school districts, charter organizations and private schools in eleven states. A Private Equity portfolio company with plan exit within 24 months.

CHIEF DEVELOPMENT OFFICER

Hired through Outsourced Sales Pro as the Chief Development Officer Springboard Education in America, LLC. Successfully drove growth, repositioned marketing/go-to-market strategy, and built out an acquisition practice to position the firm for a profitable sale within a short time.

- Established practical strategies within the company - working cross-functionally with multiple teams to ensure the equitability of all acquisition deals by creating best practices for add-on company search and due diligence processes.
- Collaborate quickly, organizing and scaling the business development function, and aligned it with marketing activities within 120 days.
- Repositioned all content across marketing materials, websites, social media, and thought leadership platforms to align with a longer-term strategy for scalability and growth fully.
- Researched and helped to prepare result reports and other Key Performance Indicators used within Marketing, Development and Operations.

ESS | Source4Teachers

2015 – 2019

A \$300M provider of outsourced/managed services for K-12 school districts in sixteen states, covering substitute teachers, paraprofessionals and educational support staff. Merged with Education Solutions Services, LLC in 2017.

CHIEF EXECUTIVE OFFICER

Recruited to drive growth and position this private equity-funded company for sale. Led total operations. Directed 250 corporate employees and 28,000 teachers and paraprofessionals with \$300M P&L.

- Quickly scaled Company to achieve record-breaking growth, driving revenue from \$100M to \$300M, while boosting EBITDA from \$4.5M to \$18M. Firmly held margins above industry average in 15 states.
- Created new culture to resolve business inefficiencies, and championed technology upgrades in legal, billing, payroll, employee support, absence management and data warehousing, reducing SG&A expenses 3%.
- Built proprietary Business Utility System, reducing billing error rate from 40% to <10%, and payroll error rate from 20% to 0% in six months.
- Reversed 90-day DSO to 30 days, increasing customer satisfaction from 70% to 89% in first year.
- Created new all-inclusive proactive service model, with value pricing, best-in-class operation procedures and community-based delivery system, effectively disrupting industry and delivering \$120M organic growth.
- Strengthened talent bench with world-class training program, lowering acquisition costs 30%, and saving \$1.2M. Restructured account management improved customer experience 20%.
- Led five potential mergers and acquisitions, closing three valued at \$60M.

Sodexo USA

1992 – 2015

A \$19B leader in Quality of Life services.

VICE PRESIDENT, Education, 2010 – 2015 | SENIOR VICE PRESIDENT, Schools, 2005 – 2010

Retained following sale of Spirit Cruises to revitalize sales of education solutions in a B2B environment. Led business development, sales and marketing, contract catering, facilities management and account retention. Directed 33 employees and budget of \$1.2B.

- Instituted innovative business development strategy, capturing +7% sales growth and contributing \$800M long-term revenue after five years of stagnant performance.
- Launched new facilities management business, creating new revenue stream and generating \$44M.
- Reversed declining customer retention rate, rebuilding retention of critical accounts from 90% to 97%.
- Structured and negotiated multiyear contracts ranging from \$1M to \$300M.

REGIONAL DIRECTOR | GENERAL MANAGER, Spirit of Chicago, 2001 – 2004

Promoted to turn around and drive growth of cruise operations in the second most competitive market in the US. Led total operations, strategic business planning, sales and marketing. Directed 250+ employees and \$16M P&L.

- Developed new 'go-forward' strategic agenda, growing sales 18% and accelerating profitability 21%.
- Reengineered product and service delivery to enhance value proposition, improving customer satisfaction from 81% to 92%.

REGIONAL DIRECTOR, Spirit Cruises, 1997 – 2001

Led financial/operational turnaround of five cruise lines for this harbor cruise entertainment company. Led total operations of 14 ships in 7 US ports, representing 26% of total revenue. Directed 1,000+ employees and \$30M P&L.

PROFESSIONAL EXPERIENCE (CONTINUED)

- Spearheaded Company's first ecommerce strategy, migrating 20% of business online in six months. Online conversion strategy increased profitability 10%, and reduced SG&A expenses by two basis points.
- Launched brand extension, Elite Yacht Charters – a private charter vessel, generating \$1.5M annual revenue.
- Led due diligence and enabled profitable acquisition of Blue Moon Cruise Company, valued at \$1.5M.

Early Career at Sodexo

2015 – 2019

Served as **GENERAL MANAGER** | **DIRECTOR SALES AND MARKETING, Spirit of Norfolk**, reviving sales and net profit by more than 50%.

EDUCATION

MBA

[University of Tennessee, Knoxville, Tennessee](#)

BS, Public Administration | **BS, Management**

[Virginia Tech, Blacksburg, Virginia](#)

CERTIFICATION

Certified Sales Executive

[SMEI](#)

Challenger™ Selling Model Certification

[Gartner](#)

PROFESSIONAL AND COMMUNITY INVOLVEMENT

National School Board Association

Council of Great City Schools

American Association for School Administrators

National Association of College and University Business Officials

Advisory Council, Virginia Tech R.B. Pamplin College of Business

HTM Advisory Board, Co-Chairman, Virginia Tech R.B Pamplin College of Business