

ANTHONY MORALES

Bettendorf, IA USA 52722

earnedgrowth@gmail.com

www.linkedin.com/in/tonymoralesmba

BUSINESS DEVELOPMENT EXECUTIVE

Passionately shares professional and personal global learnings with clients seeking to expand horizons and improve business success

As Founder of Earned Growth LLC, a Business Development Executive with proven ability to define strategies, execute business plans, negotiate agreements, and motivate teams to achieve profitable growth. A results-oriented and assertive critical thinker focused on understanding and capturing customer value. Applies a unique combination of global experiences with commercial, technical, and leadership skills to solve complex business problems. An effective public speaker having delivered impactful commercial and technical messages in a wide array of venues around the world.

PROFESSIONAL EXPERIENCE

MARIGOLD RESOURCES, Davenport, IA

Growth Strategy Advisor

2015 – Present

Develops and executes marketing strategies for growth focused clients seeking increased value.

- Works intimately with business clients, applying specifically designed business strategy processes to define value propositions, competitive edge, competitive landscape, and market trends leading to development of a profitable growth-driven strategy and detailed execution plan.

ST AMBROSE UNIVERSITY, Davenport, IA

Adjunct Professor, College of Business

2015 – Present

Passionately shares learnings from decades of experience as an international marketing executive directing global strategy, product development, and contract negotiations. Focuses on tools and insights required for successful business careers in an evolving global economy. An impactful, positive influence for students, adding value by creating expanded course offerings. Consistent strengths include organization, communication, student interaction, and real world perspectives.

- International Marketing (MKTG349): Expanding upon traditional academic concepts to incorporate global perspectives and global issues that impact business strategies
- Sales Principles (SLS235): Combining decades of commercial and retail experience with academic principles while highlighting the concept sales rep as servant leader.
- Key Customer and Relationship Development (SLS345): Created and launched this course to support the SAU College of Business Sales Major curriculum. An advanced Sales class using traditional and non-traditional resources with emphasis on the value selling, influencing skills, effective sales communications, legal issues, and emotional intelligence.
- Negotiation (SLS375): Created and leads an advanced Sales class focused on key successful business negotiation strategies, approaches, real world perspectives, and student growth through multiple hands-on individual and team role play activities.

WINE CURATOR & EDUCATOR, WINE CLUB MANAGER, FAITHFUL PILOT, LeClaire, IA

Certified Specialist of Wine, Society of Wine Educators, Washington DC

WSET Level 2 “with Distinction”, Wine & Spirits Education Trust, London UK

Delivers wine education, wine curation, staff training, product offer and event planning consulting services for multiple public and private enterprises as a unique independent resource predicated on extensive training and continuous learning in conference classroom and global wine region settings. Currently directs Iowa's largest local based wine club and Iowa's only monthly wine education series.

ALCOA INC, Bettendorf, IA

Global Marketing Director, Aerospace and Defense

2006 – 2014

Responsible for industry-leading profitability across a global \$1B annual revenue business, by development and execution of long term strategy and short term tactical initiatives, while directing an international aerospace and defense cross functional team.

- Responsible for development and execution of business strategies for the global enterprise.
- Delivered pricing strategies to deliver target profitability across strategic, contractual, and tactical initiatives spanning global aerospace and defense markets
- Core contract negotiation team member for long term, multi-national and strategic customers (including >\$1B, 5-year supply agreements with Airbus and Boeing for specialty and commodity aerospace products) responsible for contract strategy, financial analyses, and market projections.
- Directed multi-million dollar new product and technology development programs, linking global R&D and manufacturing teams to deliver specific innovations targeting emerging market needs
- Executed product differentiation strategies to achieve leveraged supply positions in aerospace and military platforms, including Airbus A380, Boeing 787, HMMWV, and MRAP programs.
- Implemented intellectual property strategies governing patents, trade secrets, infringement, and patent defense decisions, to protect commercial advantages and address competitive threats.
- Provided key subject matter expertise to justify multiple >\$100M capacity investment projects
- Directly supervised and motivated a high-performance marketing staff, providing complex and rapid business decisions enabling execution of annual revenue and profitability objectives
- As global corporate spokesperson, was a repeat invited speaker at key aerospace and defense industry conferences in North America, Europe, and Asia, delivering dynamic presentations spanning commercial and technology issues to re-establish market leadership in the face of existing and emerging competitive threats

Aerospace Product Manager

1999 – 2005

Managed front-line technology and manufacturing resources for global aerospace commercial team to execute technology initiatives. As capability and capacity expert, oversaw customer interaction to identify and drive business opportunities in support of tactical and strategic deliverables.

- Managed complex technical and commercial customer relationships in Europe, North America, and South America, delivering new technologies and creating commercial advantage.
- Led global cross-functional teams of technologists, commercial representatives and production engineers, executing new product development program objectives for commercial advantage.
- Led advanced aluminum, including aluminum lithium, sheet and plate product development for wing and fuselage applications..
- Awarded six (6) United States Patents. Named inventor for three aerospace related inventions and three automotive related inventions,

Senior Sales Executive

1991 – 1998

Delivered annual sales revenue and business growth objectives in both regional sales and market specialist sales assignments.

- Delivered annual revenues of \$45M
- New Business Development Award for exceptional business growth across multiple markets

EDUCATION

- **MBA**, University of Phoenix
- **BS**, Materials Engineering, Rensselaer Polytechnic Institute