

TONY DIAMOND

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GROWING COMPANIES AND ORGANIZATIONS

Leading organizations in transition, transformation and profitable growth for over 30 years

Specialist in organic expansion, product launches, line extensions and merger integration

Delivery of products, programs and services on a global basis

Finance, technology, manufacturing, not for profit, healthcare and consumer industries

RESPONSIBILITIES & RESULTS

TDthink, LLC Founder

present

creating entrepreneurial growth and expansion

In 2016, maintaining status quo is the greatest risk of all. Every day, I hear people saying things like *I have an idea that will disrupt the industry, what does it take, what could it be, and why hasn't anyone done it?* or *We're successful and need to transition for growth, but we're not sure how.* It takes insight, hard questions and courage to convert entrepreneurial urges into solid confidence to press forward. Our brand-building skills were perfected in the dot-com/tech boom that now powers the all-controlling consumer. We drive select organizations to discover their place and make them into what they deserve to be. Think of us as McKinsey meets Madmen. And at the same time, we're doing it with our own proprietary technology developments.

The Atkins Group Partner / Managing Director

2013 - 2016

brought into a 50-year-old agency to expand capabilities, build its long-term stability and grow clients

Results

- Revenue growth 32%; income growth 44%
- Diversified clientele - by industry and geography
- Significantly expanded digital and online capabilities

Initiated agency transformation by moving authoritatively into digital mainstream, leveraging brand development strengths supplemented by proven agency offerings. This included the strategic acquisition of a technology-focused digital branding agency. Results grew with an infusion of native, in-house capabilities, supplemented with a network of best of class providers. Expanded reach from San Antonio to a densely populated corporate market with the Dallas office. Resulted in immediate growth of client base with a regional presence and an increased ability to compete on a national scale.

BradfordLawton/blueground Partner / President

2002 - 2012

Branding, marketing and advertising agency. As sole owner (blueground), merged with another branding firm to form partnership, BradfordLawton LLC.

Select clients and results

Taco Cabana - regional restaurant chain

Transformed brand for entire chain to accomplish modernization of an aging chain and its transition from QSR to Fast Casual. Delivered unified advertising across all media, social media, digital, menu design, point of sale, internal communications, interior redesign, new store design. Full year sales improved 5% while successfully shifting to a more valuable demographic. Developed new concept restaurant chain as well. Significant increases in share value coincided with these improvements.

Goodwill Industries – San Antonio and South Texas

One of the nation's best-known non-profit organizations. Created new brand identity, advertising across all media, in-store graphics, social media, digital, internal communications, training, annual meetings. Sales and donations increasing 10% year over year in spite of challenging economy and increasing competition.

Clarity Child Guidance Center – San Antonio

Created name and brand identity, then advertising across all media, social media, digital, internal communications and training. Redesigned the interior and exterior of the campus to provide a more welcoming, hopeful and therapeutic environment for patients and their families. After one year in the campaign, the hospital was operating at full capacity. Continued innovation through conceptualization and creation of One in Five Minds, a breakthrough platform to end stigma associated with children's mental health through increased mindshare and advocacy. The campus has grown, census has continued and the organization is completing hugely successful development/fundraising efforts.

Billserv, Inc. Senior Vice President / Chief Marketing Officer 1999 - 2002
nation's leading provider of outsourced Electronic Bill Payment and Presentment services.

Results

- Grew customer base from 39 to 130, including Time Warner Cable and AT&T Long Distance as well as adding top-tier resellers such as Bank One.
- Reduced sales and marketing expenses by over 80% while at the same time increasing annual revenue by over 1400%.
- Repositioned disparate offerings with limited value to enterprise-wide, strategic solutions with consistent brand identity and developed new product offerings for this developmental stage public company.
- Member of senior executive team that raised two rounds of private equity and later completed sale of company as a strategic growth option.

PARIS Technologies, Inc. Vice President, Marketing 1998 - 1999
start-up software company

Results

- Developed and executed domestic channel development strategy that focused on systems integrators and value added resellers of mid-level accounting software; 45 reseller contracts were signed within a nine month period.
- Led expansion into international markets through innovative launch tactics; e.g., to enter Australian market, produced an event that was attended by CFOs from 40 of the top 100 companies in Sydney; created strategic alliances and opened a London sales office to serve the U.K.

Diamond Warkenthein Associates, Inc. Partner / Founder 1995 - 1998
sales and marketing consulting firm

Select clients and results:

Amtico Ltd. – Coventry, England/Atlanta Georgia

Developed market strategy and launched the US operations of a flooring manufacturer based in the U.K., winning them the Home Depot account. Established Custom Manufacturing Acceleration program that reduced demand for emergency orders and created highly profitable fee alternative when expedition was necessary. The program has been used over a decade, without modification, and is highly successful.

Frost National Bank – throughout Texas

Diagnosed lack of selling expertise in banking staff and developed a training strategy that resulted in over 300 bankers receiving on-site training; Personal Banker culture and sales techniques continue in use.

Clarke American – Nation's second largest check printer

Colin Medical Equipment – Japanese manufacturer of non-invasive monitoring equipment

Steag Microtech – German manufacturer of silicon chip manufacturing equipment

Enron – Recruiting division of international energy company (yes, *that* Enron)

Southwest Business Corporation – insurance and financial services

San Antonio Spurs – NBA Sports Team

US Long Distance – Long Distance, Local and Internet telecom

Azrock Industries Inc. Director of Marketing
commercial flooring manufacturer

1989 - 1995

Results

- Hired to create plan and launch innovative Design Center concept for the third largest domestic manufacturer of commercial floor covering, quickly being promoted to Product Manager, then to Director of Marketing, managing annual budget of \$8 million.
- Increased sales from \$50 to \$100 million and net income to 15% as a result of product mix improvement and coordinated sales programs with direct staff and wholesale distributors.
- Deployed programs, in conjunction with a complete brand makeover, that increased product specification 185% and positioned the company to become second largest in the industry.
- As a member of the Executive Leadership Team, we lead our purchase by an international consortium.

Coldwell Banker Commercial Real Estate Services Broker

1985 -1989

Results

Achieved top producer status and successfully filled office buildings during the most challenging period in commercial real estate (late 1980s).

The Richards Group Art Director
nation's largest independent advertising agency

1983 - 1985

Results

Recruited by Stan Richards while a college senior. Maintained and grew major accounts, directed commercially successful campaigns that also won regional and national awards.

EDUCATION

University of Texas at Austin, Bachelor of Science in Advertising