

Paul J. Beckham, Jr.

Experience Summary:

I am the product of a variety of corporate sales and marketing experiences both in the consumer marketplace and in headquarters locations. Prior to joining Grant Capital Management, I spent 25 years in various corporate roles focused on: business unit leadership, organizational development and customer relationship management, and seven years as an entrepreneur providing brand communications services for Mid-Atlantic area companies.

- **Grant Capital Management - Vice President / Chief Operating Officer** January 2008 – Present
Responsible for the overall business strategy and sales operations for Grant Capital Management and its subsidiaries:
 - ❖ Co-develop broad, planned, and directed approaches to address problems and capitalize on *high leverage opportunities* to achieve the company's business objectives.
 - ❖ Lead by role modeling desired behaviors and institutionalizing the organization's strategies and guiding principles throughout the organization.
 - ❖ Provide brand development, targeted market segment focus & marketing mix implementation to support the company's sales strategies
 - ❖ Maintain and monitor staffing, levels, expectations and motivation to fulfill organizational requirements
 - ❖ Manage and administer payroll, incentive compensation, benefits, human resources policies and procedures.
 - ❖ Manage accounting systems, implement internal controls and coordinate the assistance of third-party consultants.
 - ❖ Develop performance goals and manage the company's sales and expense performance through a continuous review of key business indicators.
 - ❖ Implement recognition programs, coaching and corrective actions to align team members to company objectives.

- **Nexus Communications Group – President / CEO – Baltimore, Maryland** 2000 – 2007
 - ❖ Provided strategic marketing planning, branding and marketing communications services for medium-sized Mid-Atlantic area businesses
 - ❖ *The Baltimore Visitor's Channel, Inc.* – President / Founder – Baltimore, Maryland 2001 – 2004
A hotel room-based television program showcasing Baltimore's Inner Harbor neighborhoods, restaurants and attractions in all of Baltimore's downtown & metro area hotels

- **The Coca-Cola Company/Coca-Cola USA** 1987 – 2000
 - Vice President, Market Development** 1997 – 2000
Lead a 60-person integrated sales and marketing team (which included seven Region Managers) in developing marketing strategy and sales programs to drive sales through bottler partners operating in New England, New York, Pittsburgh, Ohio, Philadelphia, Baltimore, Washington, D.C., Richmond and Norfolk — a team which delivered three years of double-digit plan increases through the bottlers.
 - Director, Sales Planning: Local Market - Coca-Cola USA Headquarters: Atlanta, Georgia** 1995 – 1997
Developed national marketing strategies, sales targets and sales training programs for the local market direct sales force operating throughout the U.S., where he provided: field marketing support, program controls and plan measurement for a \$420M business, which resulted in double digit increases over two business planning cycles. And, in addition, assumed the role of local market brand team member for brand Sprite's introduction into the urban market.
 - Manager, Local Accounts** 1992 – 1995
Managed the Local Market fountain business by managing senior level customer relationships and leading five Region Managers who directed sales teams in New England, New York, Pittsburgh, Philadelphia, Baltimore, Washington, D.C. and Southeast Virginia — a leadership team which developed its direct sales force resulting in the delivery of three consecutive business plans within assigned budgets.
 - Manager, Area Account Executives** 1987 – 1992
Managed the Mid-Atlantic food service chain account business by managing senior level customer relationships and leading Chain Account Executives operating in the Maryland, Pennsylvania, Delaware, Washington, D.C. and Virginia territories — a leadership tenure during which human resources were developed and four consecutive business plans were delivered under the assigned marketing and operating budgets.

- **Xerox Corporation** **1982 - 1987**
 - District System Sales Manager** 1985 - 1987
Managed Systems Marketing Reps who sold Laser Printing Systems, Desktop and Production Publishing Systems in the Denver Metropolitan Area, Boulder, and Colorado Springs territories — a team which delivered three consecutive business plans within assigned budgets.
 - Printing Systems Sales Representative** 1982 - 1985
Sold large data center laser printing systems and decentralized office-based laser printing systems in the Denver Metropolitan Area, Boulder and Colorado Springs territories / Achieved President's Club performance award — 3 years

- **General Electrical Systems** **1980 - 1982**
 - Marketing Representative, Medical Imaging Systems**
Sold Diagnostic Imaging equipment (CAT Scanners, Ultrasound, Digital and Conventional X-Ray Systems) to hospitals and radiology clinics in the Northeastern Michigan territory

- **IBM Corporation** **1976 - 1980**
 - Marketing Representative, Office Systems**
Sold Word Processors, Copiers, Typewriters, Graphics Composers and IBM's first PC product to the Baltimore City Government, Federal Government and Metropolitan Legal firms / Achieved President's Club performance award — 3 years

I hold an MS-Management from Johns Hopkins University, and an undergraduate degree from Howard University.