

TRAVIS CATTACH

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I solve wicked problems facing pioneering businesses.

For the majority of companies, the easy problems have been solved. Yet problems still exist which prevent businesses from reaching their full potential. They emerge when businesses have to deal with something new, something that requires a next level, a different angle, or an innovative idea. These are called 'wicked problems' and finding solutions to them is my strength. From best in class SEO strategy to the launch of crypto-currency trading platforms, my digital marketing and management expertise have helped some of the world's most pioneering businesses to solve wicked problems.

CAREER HIGHLIGHTS

Challenge: Raise a seed round of investment capital funding and launch technological product into fledgling US automotive performance aftermarket niche.

Action: Conduct comprehensive market research and present a business case to conduct aggressive early marketing of company technologies, focusing on digital marketing, trade shows and publicity events intended to quickly establish and grow credibility and foster healthy customer relations via Online Marketing and CRM. Ensured the first impression of myself, the product and the company, was positive and lasting. Acquired visa's for team and local staff and attended trade show booths multiple times at SEMA. Managed and grew teams and partner channels.

Result: Generated gross sales revenues in excess of \$20,000,000 from capex circa \$1,500,000. Consecutive gradual yearly increases in revenue offset against a low in-house head-count (10 staff) resulted in over 5000 installations and results exceeded projected results. At the time of my departure, the company name had become a top of mind brand and the generic term for the product category (Powerchip).

Challenge: Design and oversee development and implementation of a sophisticated cryptocurrency web application intended to streamline the bitcoin payment process.

Action: Strategic research & planning, development of corporate ID and 360 marketing program. Worked with a team of Security Engineers, Programmers and App developers to build an institutional grade payment system. At the time of my departure, company was positioned for seed round funding to complete the first stage of the project.

Result: Generated revenues of over \$150,000 in the inaugural quarter. In second and third quarter combined, sales increased to over \$500,000 by way of online transaction.

EDUCATION

- Google Analytics Academy (2015)

Queensland University of Technology (2 years – *Deferred due to work opportunities*)
Bachelor of Business (Management)

- Martin College (1997-1998) - CUV50311 Diploma of Graphic Design + Web Design

Technology: Windows, Office, Adobe CC, HTML5, Wordpress, Joomla, Umbraco, Google Adwords & Adsense & Analytics, Mailchimp, Hootsuite, Goldmine, vCita

PROFESSIONAL HIGHLIGHTS

2010 – Current (6 years)

General Manager | [Seolytics](#) | Gold Coast, Australia

SEO and Analytics are cornerstones of today's e-commerce world. A series of digital processes and reports intended to overhaul the online web assets and search engine profile of an organization. Analyze data to provide information to clients based on specification. Making determinations on content generation organic and paid marketing processes to ensure improvements in domain authority for each client. Work with client side consultants and staff to implement website changes. Provide top level strategic advice for improvement in market exposure leading to improved engagement and conversion rates. Built a stable array of clients using professional pitch to win methods across diverse sectors with revenues approximately \$500,000 per annum including Web Hosting assets.

- Direct all reporting staff including account managers, programmers, designers and admin staff
- Undertake board-level client meetings to present technical analytical findings
- Provide high-level advice on Digital Marketing and Search Engine Optimization
- Setup and implement SSD web hosting asset to improve margins and vertically integrate
- Plan and implement client invoicing, PIMS and reporting structure

2013 – 2014 (1 year)

Marketing Director | [bitXoin](#) | Surfers Paradise, QLD

Partner for startup in the cryptocurrency space. Responsible for staffing and marketing including development of a corporate ID. Generated revenues of over \$150,000 in the inaugural quarter. In second and third quarter combined, sales of bitcoin increased to over \$500,000 due to online marketing and SEO.

- Manage a team of sales agents, customers service managers, programmers, designers and administrative staff
- Establish payment protocols and upkeep digital security initiatives
- Recruit, train and ongoing development, support and leadership of staff
- Plan and execute marketing model covering primarily search engine optimization
- Negotiate emerging regulation conditions and adjust systems

2011 – 2013 (2 years)

Sales and Marketing Director | Custom Solar | Surfers Paradise, QLD

Managing Director for solar energy and renewable energy company with turnover exceeding \$2,000,000 with a headcount of 40 staff. Operations reporting included a 30 person call-center and 10 management and administrative personnel.

- Develop business case to initiate seed tranche of project funding (circa \$100,000)
- Undertake Visa application process to obtain authorization for work permits in USA
- Negotiate with suppliers and financiers
- Locate, lease and fit out call-center and office facilities
- Establish and implement administration, operational, R&D, sales and servicing procedures
- Recruit, train and ongoing development, support and leadership of staff
- Plan and execute marketing model covering print, web, trade show, PR, promotion and TVC advertising mediums

2001 – 2010 (9 years)

President | Powerchip Inc. | Costa Mesa, California

President generating revenues of over \$20,000,000 from initial Capex approximately \$1,000,000. Consecutive gradual yearly increases in revenue and B2B channel offset against a balanced in-house headcount resulted in positive returns for 9 consecutive years. At the time of my departure, the company name had become a top of mind brand and the generic term for the product category.

- Formulate business case to initiate first tranche of project funding based on Capex requirements
- Undertake Visa application process to obtain authorization for work permits in USA
- Locate, lease and fit out offices and showroom facilities
- Establish and implement administration, operational, R&D, sales and servicing procedures
- Recruit, train and ongoing development, support and leadership of staff
- Plan and execute marketing model covering print, web, trade show, PR, promotion and TVC advertising mediums
- Set up reselling and installation network comprising Mechanics, Auto Electricians, Racing teams and Automotive Repairers in every state
- Cultivate sales opportunities to penetrate the USA automotive performance aftermarket sector and grow the business with end user, trade, and OE manufacturers
- Established clients included a range of OE Vehicle Manufacturers
- Achieve sales growth and profitability throughout economic turndown

ACKNOWLEDGMENTS

- Australian Trade Commission (2003) – Zeph Phillips, Senior Director U.S. Trade / Investment
Acknowledgement of performance in delivering an Australian company to USA
- Featured on online marketing channels and social media podcasts

PROFESSIONAL & MANAGEMENT TRAINING

- Goldmine CRM and direct marketing including direct outbound contact telemarketing
- Google Analytics and PPC (Adwords)
- AGILE Framework / SCRUM Methodology
- Adobe Business Tools seminar; & 5 Yr Strategic Planning & Analysis
- Online Study | Telephone Doctor Volumes
- Online Training - 9th House | Executive Training and Train the Trainer
- Media Interview Mastery | "The Business Voice"
- Sales Mastery | John Sergeant & Associates
- Corporate Development & Marketing SEO