

PEPPERDINE UNIVERSITY

Graziadio School of Business and Management

KYLE C. MURPHY

**SENIOR MANAGEMENT EXECUTIVE
CEO / COO / CMO**

Creative and ambitious strategic executive manager with 20 years of proven hands-on experience building revenue and businesses. Customer-focused and performance-driven. Accomplished in international and domestic strategic planning, operations, marketing and finance in dynamic and challenging environments. Led teams of more than 1,000 employees and P&L for business >\$500m.

SKILLS & FUNCTIONAL EXPERIENCE

Strategic Planning ÉOperations Management ÉOrganic Business Growth ÉMarketing/Branding É
P&L Management/Budgeting
Human Resources ÉBusiness Development/Alliances ÉStrategic Partnerships/J.V. ÉCustomer
Satisfaction ÉEquity/Debt Capital
Finance/Accounting ÉVendor Management ÉLegal/Audit Control ÉMarket/Competitive
Research ÉDue Diligence
Product Development/Lifecycle Management ÉManagement Team Recruitment/Development É
Sales/Channel Development
Mergers & Acquisitions ÉTurnarounds ÉStart-Up ÉIPO

SELECTED ACHIEVEMENT HIGHLIGHTS

- É Developed and executed plan to successfully launch Software as a Service company. Achieved \$500k in revenue in first year of operations. Raised \$4mm in venture capital.
- É Core member of the team that developed and executed the strategy to reposition Virgin Atlantic which led to an increase in market share from less than 8% to greater than 30%.
- É Conducted feasibility study and created plan for Panda Electronics (China) to enter Mexico market, which led to sales of 50,000 units in the first two yearsô 60% above projections.
- É Successfully developed a \$20 million a month sales and marketing program for private placement security offerings through a network of domestic and international broker-

dealers.

- É Facilitated strategy process with Foote Cone & Belding and Taco Bell to create the "Think Outside the Bun" program that reversed a multi-quarter, same-store flat sales growth trend.
- É As the CEO, built a professional services company from \$1mm to \$73mm in revenue over four year period while expanding services offering ten-fold and entering the EU market.
- É Produced brand acquisition opportunity and valuation study for Lenovo (China) that eventually lead to the successful purchase of the IBM PC brand and operations from IBM.

COMPANY/BRAND EXPERIENCE

Virgin, Buick, Honda, Disney, Coors, Apple, Sebastian International, Naked Juice, Outward Bound, UNUM, Ariba, USTrust, Bank Julius Bär, BankNorth, Fidelity Investments, The Vanguard Group, Haier, Lenovo, Panda Electronics, Patagonia, Verizon, Harvard University, Dartmouth College, Levi Strauss & Co., Yum! Brands (Taco Bell & KFC), Seimens, Union Trust Company, and Ryland Homes.

INTERNATIONAL EXPERIENCE

China, Hong Kong, Taiwan, Japan, Korea, Singapore, Vietnam, Mexico, Canada, South Africa, Israel, Brazil, Dubai/Abu Dhabi (UAE), India and the European Union (EU).

SELECTED PROFESSIONAL EXPERIENCE

COO/CFO—Navigate Boomer Media, Santa Monica, California 2009-Current
Online advertising network and research firm.

CEO/Managing Director—SwitchStream, Los Angeles, California 2002-Current
Advisory services and management consulting.

COO/CMO—CHNL, Santa Monica, California 2010-2012
Content centric social media platform.

COO—NetFinance Solutions, Long Beach, California 2010-2012
Software as a Service in the financial services sector.

CEO—OnGreen, Los Angeles, California 2010
GreenTech internet firm.

Managing Partner—Blue Marble Ventures, Los Angeles, California 2010
GreenTech venture capital firm.

COO/CFO—ProStar Healthcare, Irvine, California 2009
Healthcare services and staffing.

CFO & EVP—VantageILM, Pasadena, California 2005-2009
Software as a Service in the financial services sector.

VP Marketing & Strategy—Shadow Creek Partners, San Clemente, CA 2001-2002

International wealth management, private banking and investment banking.
CEO (98-00)/COO (95-98)—DW Group, Portland, Maine 1995-2000
Integrated marketing services.

TEACHING EXPERIENCE

Supporting Faculty of Strategy and Entrepreneurship—Pepperdine University (Graziadio School of Business & Management), Malibu, California 2009-Current

Creative Thinking Coach—Before & After, Inc, Providence, RI 1998-2003

EDUCATION & CREDENTIALS

Doctor of Business Administration (candidate)
Manchester Business School, The University of Manchester, UK

Master of Business Administration (emphasis in Global Business & Marketing)
Graziadio School of Business & Management, Pepperdine University, Malibu, CA

Bachelor of Science Management
Graziadio School of Business & Management, Pepperdine University, Malibu, CA

Certificate in Global Enterprise Management: Business in China
Hong Kong University of Science & Technology

Certificate in Global Enterprise Management: Business in the EU
Rouen School of Management, France

PUBLICATIONS

- coming soon...

OTHER ACHIEVEMENTS & ACTIVITIES

- International Honor Society Beta Gamma Sigma, Lifetime member
- Portland Research Group, Market Research Firm, Co-founder
- CFA Institute, Member
- International Toastmasters, Toastmaster
- Marketing Executives Networking Group (MENG), Active member
- Graziadio Business Ethics Forum, *Ethics:TNT*, Co-founder and Managing Editor. Student run forum and publication addressing business ethics
- Working knowledge of French and some Chinese (Mandarin)