

# KENNETH COOPERMAN

CEO | PRESIDENT ~ PAYMENT SERVICES | E-COMMERCE | PRIVATE EQUITY

**PIONEER OF MARKET-DISRUPTIVE TECHNOLOGY THAT SPAWNED \$12B IN REVENUE**

**Out-Performed Investor Expectations 10x | Captured + Sustained #1 Market Position since Inception**

Financial services technology visionary who drove \$22B in sales via 40K online stores delivering goods and services in >179 countries. Chief sculptor and advocate of an award-winning, Gen 2.0 online business platform that set new e-commerce global benchmark and decimated competitors. Conceive bold business dreams and champion realization by empowering excellence.

## **BUSINESS + PERSONAL HONORS**

**Best E-Commerce Solution ~ SMALL BUSINESS COMPUTING | Best Customer Service ~ THE NEW YORK TIMES**

**100 Brilliant Companies ~ ENTREPRENEUR | Best Overall Company ~ WALL STREET JOURNAL**

**INC 500 ~ INC MAGAZINE | Entrepreneur of the Year ~ ERNST & YOUNG**

## **ACADEMIC PEDIGREE**

**MBA ~ THE WHARTON SCHOOL OF BUSINESS | MIS ~ NEW YORK UNIVERSITY**

**Executive Development ~ HARVARD BUSINESS SCHOOL + CAMBRIDGE UNIVERSITY**

## **SELECT VOLUSION ACHIEVEMENTS**

- ▣ Built the world's most innovative, payment services platform, revolutionizing small business e-commerce.
- ▣ Out-positioned competitors by raising >\$5B in annual funding and investing in proprietary technology.
- ▣ Transformed technology platform from a single to a multi-market, multi-product, and multi-channel growth engine.

## **EXECUTIVE LEADERSHIP EXPERIENCE**

**CEO | VOLUSION | New York, NY | 2001–2013**

Recruited to seize technology and market leadership in the midst of stalled profits. Built and launched market-leading technology solutions and led C-level executive team of 6. Delivered above-market returns across multiple growth stages, economic cycles and shifting competitive landscapes.

### **TRANSITIONED VOLUSION FROM START-UP TO DOMINANT MARKET LEADER**

Set vision, crafted strategy, built internal/external consensus, and restructured business plan pivoting from (\$800k)/month burn to positive cash flow and profitability in <90 days. Attracted new capital and established steep-growth trajectory.

- ▣ **Attained 85%+ market share as largest payment services provider to small businesses.** Out-innovated traditional providers, road-blocked competition, and fueled company expansion from \$32M to \$1.8B in annual revenue.
- ▣ **Generated triple-digit YOY growth with an 89% customer renewal rate.**
  - Forged a highly scalable automation infrastructure, enabling 41% CAGR versus 9.2% in headcount. Built a culture and team of talented, inspired, high-impact professionals across all functions.

EXECUTIVE LEADERSHIP EXPERIENCE

~ CONTINUED ~

EXPANDED PRODUCTS, MARKETS + ASSETS

- ▣ Instilled institutional innovation focus by championing and leading build-out of \$426M investment in skunkworks “test & learn” lab based on Lean Start-Up/Minimally Viable Product (MVP) principles.
  - Catalyzed rapid product development, driving digital strategy and execution of >27 simultaneous tests targeting sales funnel, new products, operational processes, and scorecards.
  - Shortened new product development from months to weeks while streamlining processes, cutting the cost of client acquisition, and enhancing user experience. Strengthened board/internal tracking via new CRM design.
- ▣ Seized market share with the widest product set and broadest market demographic driven by proprietary scoring models and a multi-channel sales strategy.
  - Cultivated alliances with the largest bank/non-bank institutions as partner of choice. Monetized marketing spend, enhanced customer satisfaction, and improved net promoter score while lowering cost of expansion.
  - Deepened penetration 30%, employing partner data in high-propensity marketing initiatives. Raised response rates and sales funnel metrics 33% through co-branding/marketing with leading banks.

OPTIMIZED MARKET-FIRST FINANCIAL SERVICES TECHNOLOGY

- ▣ Launched digital web design platform leveraging industry leading data, systems, and technology to deliver seamless, online user experience for SMBs. Served the broadest market with the widest product set, and highest yes rate.
- ▣ Fueled growth of digital marketing platform and broadened access to Gen 2.0 online SMB ecosystem, achieving attractive valuation for investors.

EARLY CAREER PROFILE

CO-PRESIDENT – MERCHANT BANKING | PARADISE FINANCIAL CORPORATION | Chicago, IL | 10 years

Produced \$210M in profits, leading a portfolio of 27 consumer and commercial investments and 11 business lines.

- ▣ Instigated +500x growth in company size by employing subsidiary-building M&A strategies to develop infrastructure and merchant banking leadership team. Identified and closed the company’s first e-commerce investment.

MANAGING DIRECTOR – MERCHANT BANKING | 4 years

Steered IPO after building strategic alliance/ acquisition strategy. Originated and structured \$58B in public/private financing.

VP – MORTGAGE FINANCE GROUP | 4 years

Led key acquisition establishing Paradise Mortgage, one of the largest originators and servicers of home equity loans (\$12B).

AVP – MONEY MARKETS GROUP/DEBT CAPITAL MARKETS | SMITH BARNEY – New York, NY | 4 years

EXECUTIVE ASSETS

EVOLVING START-UP OPERATIONS TO PROFITABILITY	MONETIZING GEN 2.0 ONLINE TECHNOLOGIES
LAUNCHING SKUNKWORK + MINIMALLY VIABLE PRODUCTS	CHAMPIONING FAILURE AS A PATHWAY TO INNOVATION
LEVERAGING AGILE TECHNOLOGY DEVELOPMENT	CULTIVATING TALENT + PEAK PERFORMANCE

**RESUME STRATEGY**

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Ken is a high-achiever who had recently led a well-known financial services company to new heights. He wanted a sleek, modern resume that would help him stand out without shocking his target market (banks, large financial services, and PE firms – all conservative audiences) too much.

His original resume was 4 pages in length so it took considerable trimming to hone it down to focus on his best stuff. Since the bulk of his recent work experience was with the same company, I broke his achievements in that role into sub-sections to emphasize the cross-functional nature of his leadership. He specifically asked me not to use charts or graphs, as he felt (and I agreed) that his target market would prefer not to see them. Thus, our emphasis was on telling his career story in words through the resume's structure, rather than through strong visual and data elements.

He's just launched his search so I have no results to share as yet.