

# WALKER JONES

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## VP OF BUSINESS DEVELOPMENT

TRANSFORMATIONS & TURNAROUNDS | TOP-TALENT DEVELOPMENT | MARKET CAPTURE

MULTIMILLION-DOLLAR REVENUE GAINS → SCALING BUSINESS OPERATIONS → PRODUCT INTRODUCTIONS

**GROWTH-MINDED EXECUTIVE** who navigates diverse markets to boost market share, increase revenue, elevate processes, and develop top-tier teams. Recognizes and solves seemingly impossible business problems, navigates economic shifts, and executes on both short- and long-term tactics that are scalable and repeatable. Cultivates customer-focused cultures and environments of world-class service in high-level alignment with aggressive revenue targets. Talent for building teams with strong bench strength, revamping performance, and uncovering revenue-focused game plans.

### ACHIEVEMENT HIGHLIGHTS

- Generated **revenue growth of 12% CAGR and EBITDA growth of 32% CAGR.**
- **Delivered strategy and integration activities for acquisition of a major competitor** which doubled revenue and increased product offerings.
- **Championed development, launch, and commercialization of 23 new innovative products that generated \$620M in revenue gains.**
- **Recognized with 9 new product innovation awards** from industry-leading organizations and publications.

### SALES LEADERSHIP VALUE

Executive Vision & Direction  
Strategic Planning & Execution  
Revenue Growth & Planning  
New Business Development

Team Building & Motivation  
Large-Scale Change Management  
Portfolio Enhancement  
New Product Development

P&L Management  
Data Analysis & Action  
Continuous Improvement  
Contract Negotiations

### CAREER EXPERIENCE & CONTRIBUTIONS

**CORP ONE – DENVER, CO**

**2011-2020**

**VICE PRESIDENT – NORTH AMERICA**

Recruited to transform North American division P&L and position business for sale. Retained after successful sale in 2014 to further drive revenue and EBITDA growth for a 2nd sale process. Led team of 12 with \$17M operating expense budget. Developed strategy and executed the go-to-market strategy, innovation plan, product management and commercialization, lead generation, pull through demand actions, pricing, and margin optimization.

- **Showcased revenue growth of 12% CAGR and EBITDA growth of 32% CAGR.**
- Navigated and overcame pandemic effects with **8% growth over previous year.**
- **Closed 2019 at 106% of revenue budget and 165% of EBITDA budget** – removed \$4M in operating expense.
- **Won 247 new customer accounts for \$10M in new business.**
- **Commercialized 8 new products** – entered new market segments which rapidly reached 35% of revenue share.
- **Transformed the team and culture** - proactively replaced 75% of personnel and recruited, hired, and trained new top-talent fully aligned with the forward objectives of the business.
- **Captured the #1 commercial market share** – generated 1.2K qualified specifications for \$21M in revenue.
- **Secured agreements with 13 of the top 20** national production home builders which generated \$20M in revenue.
- **Partnered in strategy and integration activities for acquisition of a major competitor** which doubled revenue and increased product offerings.

**VICE PRESIDENT – STRATEGIC MARKETING (2010)**

Envisioned and deployed strategy surrounding customer-driven innovation, market expansion, globalization, new technology incorporation, and revenue enhancement for 2 business lines. Examined new residential market opportunities and crafted go-to-market strategies. Allocated the \$1M marketing insights budget and led/empowered the market research team.

- **Amplified innovation revenue \$58M** – assessed and acquired new business.
- Headed market assessment and strategy development for **entry into 2 global markets with projected business case annual revenues of \$500M within 3 years.**

**VICE PRESIDENT & GM – IDEAL HOME ENVIRONMENT (2008 2009)**

Retained post acquisition and promoted to drive new revenue growth beyond the core HVAC business for the \$2B residential sector. Owned the full P&L for the new business – built and executed the strategic plan to uncover new markets and customers, introduce innovative solutions and services, cultivate channel development, and launch new products.

- **Championed development of 8 new business opportunities** with \$480M in revenue.
- **Entered new customer channel and launched home energy management solution with \$12M in revenue.**
- **Secured \$7M investment** to drive all phases of new solution and services development.

**VICE PRESIDENT – PRODUCT MARKETING & STRATEGIC PLANNING (2006 – 2008)**

Championed transformation of organizational capabilities – drove expansion of new/existing business in residential division. Managed a team of 6 directors/senior leaders and 28 marketing associates with a \$7M annual budget. Spearheaded innovation to boost new product development, drive differentiation and maximize revenue growth.

- **Propelled revenue \$620M** – developed, launched, and commercialized 23 new products.
- **Increased sales 224%, market share 34 points** with launch of new indoor air quality solution.
- **Received 9 new product innovation awards** from industry-leading organizations and publications.
- **Increased sector innovation pipeline from 16% to 23% for a \$315M revenue improvement.**

**VICE PRESIDENT – BUSINESS DEVELOPMENT (1998 – 2005)**

Tapped to enter newly created role – tasked with originating and implementing new business development initiatives and long-range strategic plans to mature the enterprise and increase competitive advantage. Built out a top-talent team of 7. Navigated market fluctuations while developing, launching, and commercializing new programs.

- **Catapulted vertical market sales \$136M from \$19M to \$155M in first 3 years** – uncovered and developed strategic business alliances, new market segments, and new channels of distribution.
- **Increased revenue \$363M** – secured exclusive relationships with 2 major enterprises.
- **Produced \$40M+ in first-year revenue** – negotiated exclusive license agreements for innovative technology and a digital communication protocol.
- **Grew gross profit margins \$2.6M via 2 seamlessly executed Six Sigma projects.**

**EDUCATION**

**BACHELOR OF ARTS – BUSINESS MANAGEMENT** | University of Denver – Denver, CO