

# PHILIP McANDREW

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www.philipmcandrew.com

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## SUMMARY

Entrepreneurial builder with a multidisciplinary background & top-tier international MBA; offering 16 years of proven success in driving growth and achieving organizational objectives. An ethical, creative and collaborative individual with the savvy and mental game to successfully cast a vision, align people, maximize resources, adapt in rapidly changing circumstances, and build key relationships in any environment. 1000s of hours speaking/presenting to groups, a solid grounding in wellbeing/mindfulness, an attachment to nature, and a leader with both "soft" and "hard" skills.

## EXPERIENCE

### CEO

*Heart Cup Inc., [www.heartcup.com](http://www.heartcup.com), Southern California USA 09.2016 to Present*

- ▶ Turned an idea into a functioning MVP with thousands of supporters and advocates.
- ▶ Recruited & lead a remote team of 9 to create a revolutionary humane tech centered platform that makes micro-donations through social media "likes" possible. The first company to make "likes" worth real money.
- ▶ Oversaw all legal, accounting, development, marketing, design, events, operations, fundraising, pitching, sales, and other efforts to gain traction and build platform.
- ▶ Acted as both Product Owner and Scrum Master while implementing Scrum and agile principles to prioritize and deliver our software/product. Responsible for creating all mockups, user stories, backlog grooming, QA and associated meetings.
- ▶ Managed all IP acquisition including writing patent application: granted Patent Pending + Utility Patent Published on UI for Monetization of Social Affirmations. Also obtained ® Trademarks for logo and word mark.
- ▶ Planned business, pitched opportunity, raised \$410k to build Heart Cup and grow team.
- ▶ Developed key initial partnerships with more than 100 nonprofits, schools, groups and organizations.
- ▶ Conducted focus groups, market surveys, alpha testing, and usability testing and qualitative research.
- ▶ Formed and co-lead Heart Cup Foundation 501(c)3 nonprofit.

### VP of Engagement

*Brockway Services Inc., [www.brockwayservices.com](http://www.brockwayservices.com), Long Beach, California USA 05.2017 to present*

- ▶ Products/training centered around wellbeing, corporate culture, leadership, employee engagement, habit design, habit forming, time well spent, alignment of time with values, ethical leadership, intentional behavior, personal awareness and objectivity, fulfillment, gratitude, and basically caring for overall mental health through daily practices.
- ▶ Co-created all product offerings with primary focus on learning objectives, visual and digital communication, product management, facilitation, and client personal and professional sustainability.
- ▶ Responsible for all digital marketing, design, digital & print copy writing, advertising, content marketing, social media, lead funnel design, customer journey mapping, product segmentation, CRM integration, project management, branding, and strategy.

### Business Development & Marketing Administrator

*Systems Technology, Inc., [www.systems-technology-inc.com](http://www.systems-technology-inc.com), San Bernardino, California USA; 10.2013 to 05.2017*

- ▶ Responsible for strategic relationship development, prospecting, lead generation, and business development for automated parcel packaging systems in the e-commerce and direct to consumer market. Relationships established with [walmart.com](http://walmart.com), [amazon.com](http://amazon.com), [vita-cost.com](http://vita-cost.com), [iherb.com](http://iherb.com), [ingrammicro.com](http://ingrammicro.com), [sears.com](http://sears.com), [fragrancenet.com](http://fragrancenet.com) and many of the largest high volume e-commerce operations in the country.
- ▶ Responsible for cold calling, lead building, buyer qualification, account research and an overall 1000% increase in sales opportunities during tenure.
- ▶ Developed contact segmentation strategy with data capture and IT infrastructure for targeted marketing across array of marketing tools including: email campaigns, white papers, trade shows, social media, networking events, & website integration.
- ▶ Built complete responsive website including all digital content, web-to-lead interfaces, [salesforce.com](http://salesforce.com) integration/administration, complete structural and graphic design, and comprehensive brand alignment.
- ▶ Executed corporate rebranding project to integrate print and digital materials, unify brand experience, enhance trade show displays and materials, and attract new business prospects and leads.
- ▶ Lead comprehensive IT and marketing integration projects to better target contacts within database for more targeted email campaigns and a semi-automated marketing/sales pipeline. Tripled lead conversion.
- ▶ Developed all creative and digital content to support marketing and sales efforts.

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Owner; International Accounts Manager: Business Development, Marketing & Strategy

*International Connection Group, [www.intlconnectiongrp.com](http://www.intlconnectiongrp.com), Tainan City, Taiwan & Yucaipa, CA; 06.2009 to present*

- ▶ Founded company, built brand, marketed services, developed business model, and iterated service offerings to meet market demand.
- ▶ Responsible for sourcing and product development projects in a variety of industries, levels of complexity, and budgets.
- ▶ Acted as intermediary language and cultural consultant between US and Taiwan government agencies for multi-million dollar knowledge transfer projects in aerospace and chemical industries. Companies included Lockheed Martin, Pratt Whitney, DCK, and the Taiwanese Air Force.
- ▶ Consulted for Asian (Taiwan, Hong Kong, Chinese) businesses in marketing, product development, extra capacity utilization, market research, branding, sales initiation, distribution channel establishment, and cross-culture communication.
- ▶ Handled the sourcing and logistics of raw materials orders from China and the US to Taiwan, FOB of \$500K+/annually.

Owner; Managing Director; Head Facilitator; Educator; Trainer

*Standout English Language Company, Tainan City, Taiwan; 10.2007 to 01..2013*

- ▶ Started and Built \$100k+/year English Training Company in Southern Taiwan to meet market demand for experiential programs that develop English skills for both corporate clients and education institutions.
- ▶ Premier competition and test prep services resulting in 100+ National awards and recognition for public speaking, speeches, drama, and storytelling.
- ▶ Instructed corporate and MBA courses in sales presentation, presentation principles, and effective visual communication.
- ▶ Corporate facilitation and organizational development/team building in English for Taiwanese companies and University students island-wide (Boston Consulting Group, HSBC, TTC, etc.)
- ▶ Acquired thousands of hours of instructional/presentation experience in front of groups (up to 2500+ people).
- ▶ Sold business in January 2013.

## EDUCATION

Master of Business Administration (**MBA**) - 09.2007 to 06.2009

*Institute of International Management (IIMBA): National Cheng Kung University; Tainan, Taiwan. (AACSB Accredited)*

- ▶ GPA: 3.9, Ranked 4 of 115, Lead and Supported multi-cultural teams, Study Emphasis: Financial Management, Research focus: Marketing, Recruitment, Financial Modeling, Entrepreneurship, Strategic Management.
- ▶ President of Student Council: Lead AACSB Accreditation, 1000 person events, Campus-wide Internationalization Programs.
- ▶ NCKU Chinese Language Center: Level III and Private Classes resulting in Intermediate working proficiency.

Bachelor of Arts (**BA**) - 09.2001 to 06.2005

*University of California Santa Barbara (UCSB): Santa Barbara, U.S.A.*

- ▶ College of Letters and Science: Major: Religious Studies - Focus on Capitalism and Religion, Minor: Sports Management
- ▶ College of Engineering: Certificate of Entrepreneurship & Completion of Technology Management Program
- ▶ Leader of 200+ member campus organization, 250+ hours community service, Top 5 Finalist in b-plan competition.

## PERSONAL

- ▶ Extensive Multinational relationships established with influencers across 25+ different countries.
- ▶ Foreign Language: Mandarin Chinese: Intermediate, Extensive work with Asian manufacturing facilities.
- ▶ Started 40+ Member Triathlon Club in Tainan City, Taiwan.
- ▶ Volunteer Work: Treasurer of Heart Cup Foundation, Founded Model United Nations Club at local high school, which included training, editing, and coaching delegates in public speaking, English and international diplomacy.
- ▶ Hobbies: Hiking, Cycling, Running, Golf, Triathlon, Black Belt, Surfing, 1 year backpacking, 6 years living abroad.

## CERTIFICATIONS & AWARDS

Advanced SEO Tactics and Strategies - 2015

Internet Strategies for Foreign Trade - 2014

Certified Associate of Project Management (CAPM) - 2012

APICS's CPIM Level I: Basic Supply Chain Management (BSCM) - 2012

Certificate of Entrepreneurship - Technology Management Program UCSB - 2005