

Spencer Field

Work Experience

DS Luxury Executive Leadership March 2022 - Present

Overview: Evolved a Fractional Ownership Luxury Good Business from a local business to an investor-funded, scalable tech startup through the development of both human capital and resources capital systems.

Cultural Recalibration: Led cultural transformation from a "wild west" company culture to a organized yet still innovative environment by implementing 1-1 mentorship, hands-on training and establishing and coaching to clear expectations.

Process and System: Transformed organizational chaos into flow through the development of an internal wiki that documented all process and best practices for all departments and personnel roles in alignment with strategic initiatives.

Project Management: Unclogged and then delivered / completed continuous flow of multi-faceted business initiatives by prioritizing each project based on the strategic plan, balancing resources, and managing internal / external teams using Agile PM principles within a project management structure.

Growth: Generated a 400% YoY increase resulting in 7,000 actively managed leads, grown from a pile of sticky notes by conducting a full-stack marketing overhaul, managing sales teams, implementing a CRM & client retention program, and cultivating successful B2B partnerships.

Small Business Development Center Business Consultant - Dec 2018 - March 2022

Coaching: In the trenches with 1,400 entrepreneurs over 3.5 years, logging 5000+ billable hours, providing guidance through continuous and as-needed consultations in all functional areas of business.

Navigated Dual Role: Supported top 5% of organization's 11,000 clients. Started as general consulting team member, then invited to be a topic expert on the top performing Technology Commercialization Team

Strategic Planning: Business strategy development, including Competitive Analysis and Marketing Strategy, while also delivering multi-year financial models for lenders and investors.

Pandemic Response: Expanded capacity by 300% to serve 600 new businesses as we navigated business pivots, digitization initiatives, diversifications, cash flow analysis, and financing amidst emotional and economic crises.

Systems Improvements: Increase operational efficiency through initiatives such as Salesforce CRM adoption, automating regional reporting, increasing percentage of captured stakeholder impact, and managing partnerships with community stakeholders among other key efforts.

Blatant Bragging: As the youngest consultant in the organization's 38 year history, I secured the second most business starts across the 113 member organization, while simultaneously tied for the most open clients all while co-creating the highest performing regional team which was also the only team awarded for a thriving culture.

MI Urgent Care & Occupational Health Digital Marketing Sidekick - March 2017 - Dec 2018

Strategic Management: Developed and implemented Strategic planning with CEO/CMO, made dynamic adjustment of plans based on ongoing real-time market demand analyses month over month.

Data Analytics: Integration and analysis of data from medical, marketing, client feedback, and staffing data sources in a HIPPA-compliant manner.

Digital Marketing Infrastructure: Achieved 80% statewide market ownership of relevant search terms leading to dramatic growth across all business sectors by:

- Optimization of Google - Ads, Analytics, Business, Search Console, Merchant Center
- On-Site & Off-Site SEO and Wordpress website
- Social Media & Content Marketing strategy including blogs, photography, videography, social media content, email marketing and graphics.

Orange Cube Group Founder Feb 2014 - Present

Overview: Launched digital marketing firm from my cliché garage serving local businesses with full-stack digital marketing eventually pivoting to support tech startups often in the medical space, specializing in interpreting data to unlock actionable, ROI focused insights and implementing them for overburdened development teams.

Team: Build a high-performing 11 member decentralized, in-house team, all the while handling the intricacies of payroll management, HR operations, and nurturing a distinctive company culture before remote work became en vogue.

Legal: Maneuvered the legal landscape surrounding founding paperwork, iterative contract & proposal creation, negotiations with the assistance of external legal teams, skillfully navigating digital asset and cybersecurity insurance complexities, and delivering positive outcomes in general civil lawsuits and small claims cases.

Lead Developer: Built over 100 websites using first WordPress, Hubspot, Squarespace and then a range of content management systems, including CSS, HTML5, and custom Java implementations, demonstrating mastery in both front-end and back-end development and an ability to deliver high-quality projects consistently.

Project Management: 1,500+ individual projects from 400 clients, across all industry sectors with internal and contracted team members using cloud based project management systems as an early adopter.

Additional Experience

Early Entrepreneurial: Amazon FBA programs, Botanical Propagation, Import Arbitrage, Furniture Flipping

Spearpoint Communications: Partnership in Political Marketing firm offering consulting focused on digital marketing.

Early Employment: Landscaping, Food Services, Building Maintenance, Retail, Township Government

Volunteer Experience: Legal Team Head Coach, Business Pitch Organizer, Conference Speaker, Digital Engagement Director, Special Committee Member at a Pregnancy Help Clinic, Judicial Electoral Campaign Member.

Education

Thomas Edison State University Bachelors Of Science / Entrepreneurial & Small Business Operations

- Completed 120 credits in a bachelor's degree program in 13 months.
- Tested out of 90 credits by teaching myself course work Using Collage Board on CLEP and DSST programs.
- Working full time to cashflow the degree, graduating debt-free.
- Extracurricular: Policy Debate, Moot Court & Mock Trial,
- Arnold Fletcher Award - Awarded for exceptional achievement in independent learning as demonstrated through expedited degree completion.

Other Education

SBA	Small Business Consulting Certification
Google	Partner, Ads, Analytics. Certification, Local Guide 7
PMI	Scrum Master Certification
Toast Masters	Competent Communicator
Yext	Certified Partner
Squarespace	Squarespace Circle Member
Homeschool	Elementary through High School

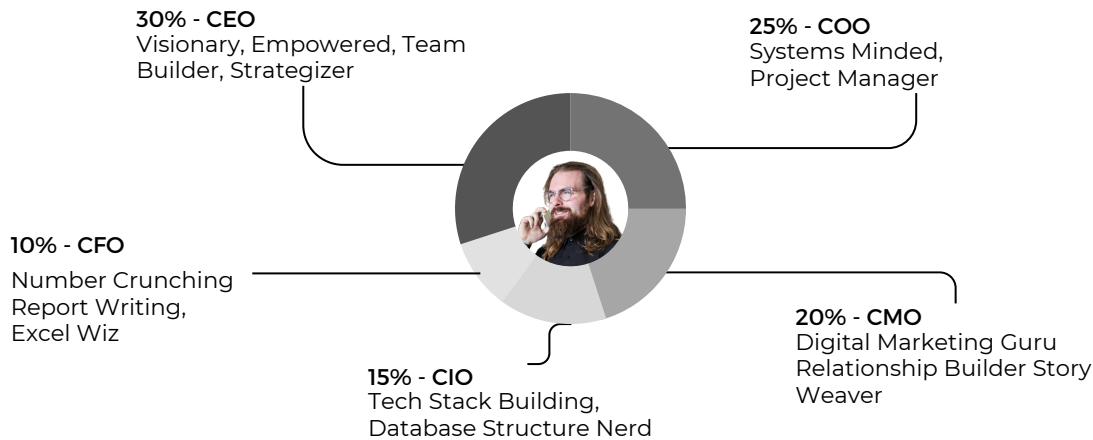
Notable Achievements

- Worked 1-1 with 2000+ entrepreneurs.
- Managed \$10M Ad Spends
- Lead consultant on business growing 200% + year over year for 3 years.
- First successful exit of business at 25 YO.
- Graduate 120 Credit batcholors degree in 13 months while working full time.

Values Matrix

	Indication	Contraindication
Mission	Direct Measurable impact on human well-being, and consistent progress toward shared vision.	Speculative derivatives trading generates cash without reducing human suffering.
Leadership	Mentorship, Desire to Emulate Strong Role Models, Invites Challenge, Driven by Shared Vision.	Boss whom I tolerate while trying to avoid picking up bad habits from who wish I would just act normal.
Disruption	High speed, innovative, co-creating team where the discomfort of change is adrenalizing.	Solidified bureaucracy where stability is a priority, predictability is king, and political preening is an artform.
Culture	Driven, quick, and diverse individuals who value flow states and explosive team brainstorming.	Pleated khakis, cubicles, water cooler, desktop computers, puttering, and endless, agenda-less meetings.
Alignment	I'm a spiritual being having a physical experience to evolve myself and others as we heal and grow collectively solving meaningful problems.	Being locked in golden handcuffs while living for the weekend in order to chase short dopamine hits while mindlessly participating in a collective fiction.

Mentality Archetype



Spencer Is...

- Slightly Autistic well-spoken polymath who compulsively builds in digital & physical spaces.
- A free thinking creative who also excels in financial literacy.
- Mission-driven world healer who follows his moral compass more short-term profits.
- Unabashed generalist who has been in every seat in the business.
- Organizational enabler who's a quick thinking, systems builder, and people developer.

Other

Strengths	Polymath, Grit, Systems Thinking, Team Building
Weaknesses	Tunnel Vision, Intensity, Information Firehose, Poor Spelling, Challenges Authority
DEI	Cisgendered White American Male / Religious Minority, Homosexual, Neurodiverse
Values	Candor, Human-centric, Assertive, Progress-oriented, "Why Focused" as a community collaborator

Skills

Hard Skills:

- Strategy / Vision Creation
- Financial Management
- Digital Marketing
- Information Architecture
- Project Management

Soft Skills

- Emotional Intelligence
- Team Building
- Mentorship / Teaching
- Decisive
- Clear Communicator

Business Operation Tools

- Qualtrix, Looker, Tableau
- Sage, Wave, Quickbooks
- Sales Force, Zoho, Hubspot
- Atlassian Suite, Notion, Basecamp
- Entrepreneurial Operating System (EOS_

Marketing Tools

- Meta Marketing Suites
- Google, Analytics, Ads, Looker
- Ad Platforms - Snapchat, Reddit, Microsoft, Twitter, Tiktok
- Adobe Suite, Figma