

Benjamin Weinberg

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Senior Business Consultant

My mission is to harness my creativity to tell your story using my 30+ years of experience in best-practice marketing, sales, operations, and administration. I focus on small- and medium-size businesses across diverse industries including law, medicine, wellness, leisure, and hospitality.

Skills

- Marketing Strategies & Campaigns
 - Web & Print Content Development
 - Corporate Communications
 - Public & Media Relations
 - Product Positioning & Branding
 - General/Technical Editing/Writing
 - Lean Startup & Design Sprint Facilitation
 - New Product Launches
 - Training Materials
 - Lead Generation Strategies
 - Sales Collateral & Support
 - Operational Documentation
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Certifications and Awards

Pikes Peak Writers Paul Gillette Memorial Writing Contest (*3-time winner*)
Rocky Mountain Fiction Writers Colorado Gold Writing Contest (*4-time finalist*)
American Society of Journalists and Authors (*Member in good standing*), since 2008
Microsoft Certified Professional Software Engineer (*MCSE certification*), 2000

Professional Experience

BEN WEINBERG CONSULTANTS, Denver, CO – *Harnessing Our Creativity to Tell Your Story*

President, 1/2015 to Present

Presents companies and other organizations to stakeholders and the public by creating top-notch content online, in print, through individualized contact and app- and chat-based interactions, and via social media.

Consulting Clients Include:

10.10.10 FOUNDERS, LLC, Denver, CO – *10 Prospective CEOs, 10 Wicked Problems, 10 Days Ninja and Sprinter Lead*, 8/2017 to Present

- Recruits, trains, and manages Ninja (de facto startup team) and Sprinter (modified Google Sprint facilitator) cohorts.
- Member of strategic and tactical management teams for programs and events.

GENCANNA GLOBAL, INC., Winchester, KY – *Pure Agriculture, Pure Products*

Content Creator and Editor, 7/2017 to Present

- Writes and edits a variety of professional content as part of a corporate rebranding, including website content, newsletters, and blogs, brochures, executive biographies, product sheets and catalogs, sales presentations, supply agreements, and white papers.

BENTLEY WELLNESS TECHNOLOGIES, Denver, CO – *Industry leading aging-in-place equipment*

Director of Marketing, 3/2016 to 2/2017

- Increased lead generation activity an average of 20+% per month for a national provider of walk-in hydrotherapy tubs and other aging-in-place equipment.
- Directed and developed marketing campaigns and communications materials (including PPC (pay-per-click), SEO, TV, radio, print, web, and social media campaigns), focused on campaigns devoted to veteran assistance, new products, and referrals, among others.
- Planned and documented the operational side of the business, including workflow charts and operations manuals.

Other Employment:

WINE ON THE ROAD, LLC, Denver, CO – *Luxurious, behind-the-scenes, wine-focused travel*

Chief Wine Sherpa, 1/2010 to Present

- Leads small groups of adventurous wine enthusiasts on luxurious, behind-the-scenes wine tours.
- Publishes articles and columns at MJNewsNetwork.com, Worth Magazine, Where Magazine, The Colorado Statesman, Denver Magazine, The World of Fine Wine, Wine Enthusiast, Sommelier Journal, Wines & Vine, Editor-in-Chief of Tour Talk at www.wineontheroad.com, and previously Rocky Mountain editor of the Tasting Panel.
- Speaks and/or judges at or attends as delegate to the Symposium for Professional Wine Writers at Meadowood Napa Valley, Washington's Merlot Camp, The Italian Trade Commission's VINO conferences in New York, Burgundy's Hospices de Beaune, Italy's Taurasi Vendemmia and Enologica34 conferences, the Austrian Wine Summit, and the Concours Mondial (European wine judging).

THE WEINBERG GROUP, INC., Denver, CO – *Wealth transfer planning for closely-held businesses*

Consultant, 1/1996 to 8/2017

- Developed, analyzed and presented estate, business continuity, and wealth transfer plans.
- Increased department fees ten percent for an advanced marketing unit of forty financial planners during one of the worst recessions in modern history.
- Developed a fee-based financial planning process to analyze financial spreadsheets and prepare insurance illustrations and presentations for use in retirement and wealth transfer planning

Volunteer Experience

10.10.10.NET, Denver, CO – *10 Prospective CEOs, 10 Wicked Problems, 10 Days*

Ninja and Sprinter Lead, 1/2017 to 7/2017

- Oversaw and managed technical support staff, including initial interviews, skills and availability management, and facilitation of connections during a Social Dynamics and Google Sprint program.

Technology

Software: Microsoft Office Suite (Word, Excel, Powerpoint, Publisher, Frontpage), Asana

Web/Multimedia: HTML, CSS, Javascript, Google Adwords and Analytics, cloud-based computing platforms, other online and mobile platforms such as Wordpress, Wordpress plugins (Avada Themefusion, Yoast SEO, Wordfence, etc.), Constant Contact, Hootsuite, Facebook, Twitter, LinkedIn, Instagram, Snapchat

Education

UNIVERSITY OF COLORADO, Boulder

Juris Doctor (JD), 5/1995

- Emphasis: Taxation
- Rothgerber, Appel, Powers & Johnson Teaching Fellow
- Lexis/Nexis representative

UNIVERSITY OF COLORADO, Denver

Masters of Business Administration (MBA), 8/1992

- Major: Marketing

UNIVERSITY OF COLORADO, Denver

Bachelors of Arts (BA), 12/1990

- Major: Biology

Portfolio on Request