

# Jeff Stanislow

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## EXECUTIVE LEVEL BUSINESS LEADER

A seasoned executive with over 20 years of business leadership experience. Exceptional operations, communications, marketing, and sales skills. A visionary with a deep understanding of business dynamics leading to several strategic partnerships, acquisitions, and exits.

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## CORE COMPETENCIES

- Executive Leadership
  - Business Management
  - Operations
  - Stakeholder Relations
  - Business Development
  - Business Intelligence and Analysis
  - Market Research
  - Marketing and Advertising
  - Strategic Partnerships
  - Mergers & Acquisitions
  - Project Management
  - Product Management
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## CAREER HIGHLIGHTS

- Successfully created and operated an interactive marketing company with sales that have exceeded \$20MM
- Secured an impressive client list, including Comerica, AAA Life Insurance, BASF, GM, Chrysler, and Ford. Created hundreds of strategic partnerships, including Babe Ruth Baseball, AMAC, National Review, Hotels Etc, and more
- Successfully raised capital for General and Limited Partners in a niche Hedge Fund. Assisted in strategically setting up the business for a partnership with a significant financial institution.
- Fractional executive consultant with an emerging AI marketing platform
- Built an AI sandbox called Savvy Labs, doing R&D, learning, and thinking.
- Recognized by Crain's Detroit Business as a leader in Technology
- Built an online auto auction, Kiss Auction, which Ford Motor Company purchased
- Led NationalTravelDeals.com, an online travel agency, in a strategic roll-up into a more prominent car rental broker.
- Board Member for Advent Health and FMC/Orlando Health. Raised nearly \$500,000 in charitable contributions for many non-profit organizations

## APP SKILL SETS

Master's of Science, Information Management and Communications Degree provides the technical understanding to support strategic business initiatives. Understanding the multi-discipline technical environments and applications to conduct and achieve desired business objectives, including:

- Google Suite of Products/Services - Google Workspace Apps, Ad Manager, Analytics, Gemini AI
- Microsoft Office Suite - Excel, PowerPoint, Word, OneNote, Teams, etc.
- CRM's Including Monday.com, Salesforce, and SharpSpring
- ERP's Including Netsuite, QuickBooks, NAV Fund Management, and Zoho
- Productivity/Marketing Tools Including Slack, Jira, What's App, ChatGTP, Claude, Canva, Vista Print, Adobe, Hootsuite, SEMRush, HotJar, Fiverr, Upwork, Wix, WordPress, ConstantContact, Social Media Platforms (Facebook, X, LinkedIn, YouTube, Instagram, TikTok, Quora, Reddit, Substak, Telegram, and more).
- AI exploration with Open AI's GTP/Dall-E, Claude, Meta's Llama, MidJourney, and Google's Gemini. Plus, AI tools, including ElevenLabs, Copy.ai, Ideogram, and more.

## PROFESSIONAL EXPERIENCE

### **Chief Internet Marketer President & CEO**

**May 2011- Present**

As a boutique digital marketing agency owner, I have managed all operational aspects, financial oversight, client base development and retention, and creative and strategic planning. Additionally, I have provided comprehensive solutions for clients, including strategy, development, and marketing,

### **All Star Travel President & CEO**

**October 2015 - Present**

Structured a strategic deal with one large membership group and one travel supplier. Manage relationships with both to ensure value for all stakeholders with minimal involvement.

### **Westshore Financial Group Field Representative - Guardian Insurance**

**Oct 2023- Nov 2024**

As a Field Representative at Westshore Financial, I fostered client relationships. I promoted insurance and financial solutions through market research and tailored solutions, expanding the company's client base and market presence.

### **Raver.ai Interim COO**

**Jan 2024- July 2024**

Engaged by Raver.ai to help lead the launch the bootstrap strategy by overseeing strategic planning, operational processes, and marketing initiatives. The business successfully launched in May and added over one-thousand users since.

### **RSK Capital Management VP Investor Relations and Interim CFO**

**Aug 2021- February 2023**

Provided key leadership and strategic direction of the Cryptocurrency fund from inception to over \$25MM AUM. Instrumental in the structure of the organization for strategic investment by a major Financial Institution.

### **National Travel Deals Vice President**

**March 2014 - January 2016**

Operated a specialized brand in the car rental segment for consumer leisure travel. Rolled up business as part of an acquisition by a larger car rental booking engine.

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## EDUCATION & CERTIFICATIONS

### **Michigan State University**

Bachelor of Science, 1993

Double Major - Food Industry Management and Public Resource Management

### **Walsh College, Troy - MI**

Masters of Science - Information Management and Communications, Magna cum Laude

Adjunct Professor - 1998-2001

### **Certified Digital Marketing Professional**

Digital Marketing Institute, 2022-23

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## EXTRA CURRICULAR ACTIVITIES

Board Member for Advent Health Foundation, Florida Medical Clinic / Orlando Health, and St. Timothy Men's Club. Copperhead volunteer with the PGA's Valspar Golf Championship. Radio Show Host for That Is Good To Know Show on AM 1040 Tampa. Enjoys golfing, fishing, reading, speaking, and traveling. Married with three children.