

# Kevin Lynam

**Problem Solver  
People Developer  
Purpose Finder**

## LEADERSHIP PROFILE

**An energetic, hands-on executive** with international project experience and a solid track record helping niche companies maximize success through insightful marketing and brand development, product/service optimization and expansion, and leading business-critical teams. Very comfortable with intense and demanding environments from the boardroom to the trenches of biz-ops. A strong trouble-shooter capable of quickly assessing risk, managing obstacles, and crafting solutions to seize opportunities. Currently available. Relocation possible. **Looking for a challenge.**

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[ONLINE RESUME](#)

## REFERENCES

### Scotty Sanders

AUTHOR, SPEAKER, INTL. EXECUTIVE COACH  
FOUNDER, LIFE CATALYST CONSULTING

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### Mack Kelsey

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STRATEGIC & TACTICAL LEADERSHIP



ADVERTISING AND MARKETING COMM.



CORPORATE IDENTITY AND BRANDING



INFORMATION TECHNOLOGIES



BUSINESS & PRODUCT DEVELOPMENT



## EXPERIENCE

### Vice President of Marketing & Product Development

DIRECT LOGISTICS, INC. | IRVING, TEXAS | 2015-2020 *(\*Layoff due to CV19 losses)*

Directed a 3-year, multi-million dollar initiative to rebrand and redevelop the company's industry leading TMS website and SaaS offering. Simultaneously coordinated all advertising and marketing communications, drove business development through 3rd-party integrations, and directed internal / external IT initiatives.

### Private Consultant (Identity / Branding / Communications)

THE IMAGE DOCTOR | DOUBLE OAK, TEXAS | 2010-2015

Strategic and tactical development of corporate identities, product brands, and marcomm initiatives for multiple US domestic and China-based enterprises; including advertising, retail packaging and websites in multiple languages.

### Director of Marketing & Business Integration

DIRECT LOGISTICS, INC. | IRVING, TEXAS | 2004-2010

### Corporate Communications Manager

PEROT SYSTEMS | PLANO, TEXAS | 2001-2004

### Corporate Communications Manager

LACERTE SOFTWARE / INTUIT CORPORATION | DALLAS, TEXAS | 1998-2001

### Senior Art Director

LARKIN, MEEDER & SCHWEIDEL | DALLAS, TEXAS | 1994-1998

### Art Director

WALSH ASSOCIATES | TULSA, OKLAHOMA | 1991-1994

## EDUCATION

### CERTIFIED SCRUM PRODUCT OWNER

SCRUM ALLIANCE | DALLAS, TEXAS | 2019

### 90HR ASSOCIATES DEGREE IN APPLIED SCIENCES

OKLAHOMA STATE UNIVERSITY INSTITUTE OF TECHNOLOGY | 1988

**A uniquely qualified leader for niche enterprises and those with business-critical teams.**