

Gregory N. Dyer

gregoryndyer@gmail.com

Objective

To pass on to the next generation my educational, business and life experiences and to assist them in succeeding in life and business.

Education

BACHELOR OF ARTS | 1990 | BRIGHAM YOUNG UNIVERSITY, PROVO, UT

- Major: English
- Minor: Portuguese

MASTER OF BUSINESS ADMINISTRATION | 1992 | UNIVERSITY OF ARIZONA, TUCSON, AZ

- Majors: Entrepreneurship & Marketing
 - Accepted into and graduated from the nationally ranked McGuire New Venture Program where we developed an entire new business concept, business plan, and then presented it in several new venture competitions.

Skills & Abilities

TEACHING

AACSB Bridge Program, Jan 2020, ASU. 40 hour seminar for business professionals, who meet general AACSB accreditation standards for practitioner faculty preparing for an academic position. Covered mechanics of college teaching: planning, organizing, and delivering courses, syllabus and course development, effective teaching, experiential learning, case method, exams, grading, mentoring students, online teaching, etc.

MANAGEMENT

- In Product Marketing roles, managed / owned all features and aspects of the product and how it was marketed / sold into target markets.
- As Owner / President of Green Pest Guys, manage every facet of a fast growing service business, from customer acquisition to bookkeeping, cash flow to human resources.

SALES

- Started Green Pest Guys with quantity 0 customers, today serve over 1,200.

COMMUNICATION

- As Teacher / Mentor with the "Rich Dad" program, taught large rooms of customers, as well as conducted one-on-one sessions.
- BA in English forced me to be a strong communicator, especially written communications.
- Spend significant portion of each day communicating with customers, employees, suppliers, and regulators.

LEADERSHIP / COMMUNITY SERVICE

- Member of Prosper Rotary Club since 2009
 - Served in several leadership roles, including Club President during 2015-2016
 - Club Liaison for Collin College Scholarship program
- Serve as Youth Leader at church congregation, including Scout leader. Wood Badge training, 2012.
- Earned Eagle Scout badge, 1982.

Business Experience

MARKETING PRODUCT MANAGER | DELTA SYSTEMS, INC | 6/1992 – 6/1996

Laser printer development company. Duties included conducting market research in new vertical industries and developing marketing plans to sell into these new markets, then manage everything about the products in these different markets.

Key items learned: There's always niche markets hiding in plain sight, experienced engineers are worth their weight in gold!

MARKETING PRODUCT MANAGER | IKON TECHNOLOGY SOLUTIONS | 6/1996 – 9/1999

Software development arm of IKON, developed paging software for use on computers. Duties included discovering needs for new features for software, developing product to address these needs, and then marketing product into these markets.

Key items learned: Feature-rich software virtually sells itself, even to relatively small target markets.

DIRECTOR OF PRODUCT MARKETING | PAGENET | 9/1999 – 12/2002

Major player in mobile Paging industry, now obsolete and defunct. Duties included directing a small team of product marketing managers, forging partnerships with major media companies (Yahoo!, CNN, etc.) in order to push news and content to pagers.

Key items learned: Even billions in company revenue does not guarantee a secure future, new emerging technologies can overtake rapidly.

DIRECTOR OF PRODUCT MARKETING | CHIPDATA INC | 12/2002 – 6/2005

Software targeted to chip making firms such as Intel, AMD, etc. Duties included directing a team of product marketing managers to discover features that chip designers needed to make design software a useful / relevant tool.

Key items learned: Cloud-based subscription software wave of future, but venture capital must be wisely spent prior to product launch.

TEACHER / MENTOR | ROBERT KIYOSAKI'S RICH DAD STOCK MARKET EDUCATION | 6/2005 – 9/2009

The "Rich Dad" Stock Market Education program teaches interested customers the basics of the stock market and how to buy / sell / trade through a multi-class process from basics to advanced trading techniques. Duties included teaching rooms of customers the benefits and drawbacks of trading stocks and stock options, and teaching / mentoring interested students these techniques in a one-on-one setting. The classroom teaching environment involved presenting the established curriculum to students via PowerPoint slides as they followed along in provided notebooks. The private or one-on-one setting included my teaching and demonstrating trading in a live market venue. In both cases, these sessions were all day, 6 + hours of total instruction.

Key items learned: Public vs. Private companies, pros and cons, World view of equities & markets.

FOUNDER / OWNER / PRESIDENT | GREEN PEST GUYS, LLC | 9/2009 – PRESENT

Full service residential & commercial pest management company, serving 1,200 + customers, 70% residential, 30% commercial. Since inception, we have taken the green approach and found it to be of great interest to residents of Dallas & Collin County. Passionately focused on exceeding customers' expectations each visit. Daily Goal: to be the antithesis of competitors in every aspect. Topline revenue growth averaging 26.8% each year.

Key items learned: Golden rule is the best policy, differentiation is a critical key to success in service business, cash flow is a two edged sword, careful hiring of quality employees makes all the difference, smart software is worth it, careful purchasing is a mindset, life balance is crucial to sanity, etc., etc.

Hobbies

- Cycling, Road & Mountain
- Motorcycling
- Choir – Member of Millennial Choirs & Orchestras, Bass section