

# DEREK LEEDS

(785) 317-3341 - [contact@derekleeds.com](mailto:contact@derekleeds.com) - [linkedin.com/in/derekleeds](https://www.linkedin.com/in/derekleeds)

## PROFILE

With over 20 years of leadership experience, I excel in strategic analysis, operations, project, and change management. Skilled in fostering high-performance teams and achieving operational excellence through process refinement. My success hinges on prioritizing people, metrics, process, and continuous improvement. Proficient in setting ambitious goals, providing constructive feedback, identifying opportunities, and engaging stakeholders at all levels to drive impactful results. Key competencies encompass:

Team Building | Change Management | Project Management | Operations Management | Process Improvement

## EXPERIENCE

### Leeds Web Services

Overland Park, KS

Web Developer

02/2013 - Present

- Translate client vision into web based solutions through hybrid project development for three recurring clients with eight websites.
- Implement and validate best practices for search engine optimization (SEO) to drive organic search traffic resulting in an average monthly visitor count of 30,000 across the portfolio of web properties.

### Kansas Army National Guard

Kansas & Southwest Asia

Brigade Executive Officer

12/2003 - Present

- Provide leadership, guidance, and direction to seven mid-grade staff officers in the headquarters staff.
- Lead executive staff through detailed mission planning and concept rehearsals using the formalized Military Decision Making Process (MDMP).
- Foster leadership development through a formalized monthly leadership development program.

Military Exercise Planner

01/2021 - 09/2021

Led cross-functional team of managers to improve operational efficiency and streamline processes.

- Guided a series of collaborative military training exercises from initial concept through execution which improved operational efficiency and foster international cooperation between US Military and Jordanian Armed Forces.
- Directed a Unit Linguist to craft content and coordinate interactions with foreign partners.
- Managed a portfolio of six cooperative trainings in various stages of their life-cycle that included three direct reports across three countries.

### Thrutchley, Inc

Overland Park, KS

Operations Manager

05/2018 - 02/2023

- Managed monthly financials, prepared semi-monthly payroll, and supported sales systems.
- Developed client-facing and internal websites, implemented systems, and automated processes to support growing business operations.
- Implemented forecasts and budgets for monthly and annual reporting.
- Assumed various responsibilities across different departments, including operations, finance, marketing, and customer service, gaining a comprehensive understanding of business operations.

**EiKO Global, LLC****Shawnee, KS**

Product Manager

02/2014 - 05/2017

- Conducted product life-cycle management for a portfolio of over 300 automotive lighting products.
- Introduced 30 new LED lighting products to the B2B and B2C automotive marketplace.
- Analyzed marketplace and competitive position and pricing contributing to lower warehousing requirements and a more focused and competitive product offering.

Marketing Coordinator

07/2012 - 02/2014

- Documented and refined departmental processes to ensure quality control and efficiency.
- Coordinated marketing efforts across direct mail, web, video, and print media.
- Built and deployed marketing websites using multiple content management systems.

**Drive Digital Media****Overland Park, KS**

Project Manager

01/2011 - 06/2012

- Managed eight corporate websites through third-party content management systems.
- Supported executive and sales staff with regular and periodic reporting and analytics.
- Executed project management and product development from conception through implementation.

**EDUCATION**

Master of Business Administration (MBA)

Baker University, 2019

Bachelor of Science in Business Administration (BSBA), Finance

Kansas State University

**CERTIFICATIONS**

Project Management Professional (PMP), Expected Summer 2024

Syracuse University

Top Secret/Sensitive Compartmented Information Security Clearance

United States Department of Defense