

# **JAMES E. BROGDEN**

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## **SUMMARY**

Senior Executive with results driven experience managing a non-profit community based organization, sales teams, customer service groups and public policy initiatives. Proven ability to develop and manage a large professional staff, prepare and analyze finances/budgets and exceed operational measurements to attain profitability standards. Management and team building skills helped deliver positive experience for staff, customers and vendors.

## **EXPERIENCE**

### **YMCA OF GREENSBORO CHIEF OPERATING OFFICER**

January 2007 to June 2009

Executive in charge of all operational aspects of the YMCA including budget preparation, analysis of each branch's monthly performance to key measurements, key personnel decisions, vendor contact and negotiation, and responsiveness to clientele needs and suggestions.

- Exceeded net income expectations on a \$13M budget in 2007 and to within \$300,000 on 2008 budget, despite a decrease in membership and program revenue. Retention rate of members increased by 3% over previous year.
- Restructured, promoted and hired from outside leadership which improved morale, staff productivity and clientele satisfaction. Member satisfaction levels increased substantially over previous year's survey.
- Renegotiated many vendor contracts to address economic conditions. Renegotiated existing contract for a savings of over \$10,000 per month.

### **US LEC OF NORTH CAROLINA DIRECTOR OF SALES**

April 1999 to December 2006

Executive in charge of all sales, support and administrative responsibilities. Managed the business unit including the profit/loss responsibility for a monthly billing of over \$750,000.

- Maintained 100% of the desired clients that were established during my tenure through excellent customer service and technology updates.
- Improved performance of 11 professional direct reporting employees through coaching, motivation and sales incentive programs.
- Developed sales partnerships with various telecommunication vendors and agents to increase the performance of the sales region.

### **NATIONAL ACCOUNT MANAGER**

April 1999 to October 2000

Sole responsibility for voice (local and long distance), data and Internet service sales to Fortune 500 companies headquartered in the Triad region of North Carolina and to their respective divisions throughout the United States.

- Attained sales goal for 1999 of 118% of assigned revenue commitment. This included the first extensive data private line network to Prudential Carolinas Realty sold by US LEC in the country.
- Achieved 2000 YTD sales goal attainment of 115%. Promoted to Director of Sales.

**DATAWATT SOLUTIONS, INC.**  
**VICE PRESIDENT – BUSINESS DEVELOPMENT**

December 1998 to December 2002

One of three principals who founded company to meet the emerging need for second generation companies capable of providing needed voice and data mediums at economical costs.

- Founded for the purpose of constructing fiber optic networks.
- Developed new business clients and provided marketing, promotion and sales leadership. Clients included University of North Carolina Greensboro, City of Reidsville and Guilford County School System.
- Sold ownership role.

**TIME WARNER TELECOM**  
**VICE PRESIDENT AND GENERAL MANAGER**

July 1995 to August 1998

Executive in charge (first employee hired) to provide leadership and complete oversight for all aspects of Time Warner Telecom's initial start up and emergence into the telecommunications industry in the Triad region of North Carolina, including all administrative, sales and support functions, construction of network and customer service.

- Developed and implemented a business plan including market and competitive analysis, financial projections including capital expenditures and operating results budgets.
- Developed the requisite skill sets for all personnel subsequently hired to support the start up of this business.
- Developed the requirements for and subsequently hired contractors to build the state-of-the-art fiber optic infrastructure network throughout the Triad region of North Carolina.

**BELLSOUTH BUSINESS SYSTEMS**  
**BRANCH MANAGER**

June 1989 to July 1995

Managed the business unit including profit/loss responsibility for over \$20,000,000 in annualized billed revenue and 22 personnel who were responsible for administration, voice and data sales, sales support and technical expertise.

**SOUTHERN BELL**

April 1979 to June 1989

Progressively advanced from entry level positions to Public Affairs Manager to Registered Lobbyist to Customer Services Manager having state-wide responsibilities.

**EDUCATION**

- Masters in Business Administration, Oral Roberts University, Tulsa, Oklahoma
- Bachelor of Science degree in Management, University of North Carolina Wilmington
- Advanced Management Development program, Emory University, Atlanta, Georgia

**COMMUNITY AFFILIATIONS**

YMCA - Metropolitan Board of Directors  
Local Chair – Marketing, Membership and Programs  
Volunteer of the Year – 2001 and 2005

Christ United Methodist Church - Past Chair – Hunger, CROP Walk, Stewardship and Capital Funding Committees, past member of Board of Trustees, past Confirmation Class teacher, Global Mission participant – Bolivia, SA. and Dominican Republic

Summit Rotary Club - past Orientation Committee Chair, past Ambassadorial Scholarship Program Chair, current member of Board of Directors, current Membership Development Committee Chair, Paul Harris Fellow member