

MICHAEL CURRY vocation “life calling” coach
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CLIENT COACHING OBJECTIVE

Coach the hard-working ambitious client to become a top 1% vocation “life calling” candidate.

PROFESSIONAL EXPERIENCE

THE CAREER COACH ONLINE Knoxville TN **Vocation “life calling” coach** **2001 to Present**

- **Help client to discover one’s “life calling” to enjoy living 365 days every year:** Client will capitalize on strengths and interests to serve societal needs, joining only 23% of workers who love life 7 days every week. This contrasts with 77% of workers who hate their jobs or merely “put-up” with them to live for the weekend.
- **Coach client to reach employment decision-makers better than 99% of all job seekers:** Client will evolve from unsuccessful habit of posting job-oriented or company websites that reach only 15% of professional jobs. Guide a top 1 % applicant to quickly reach VIP decision-makers better than virtually everybody.
- **Counsel client’s “life calling” evolution:** Prepare advancement strategies and client’s skills progression to ascend to senior executive, entrepreneurship, or community service leadership.

TUSCULUM COLLEGE Knoxville TN **Assistant professor of management** **2001 to Present**

- **Serve students:** Educate adult college students to realize and apply principles of emerging marketing and business strategies to profitably serve 21st Century clients or customers, employees, and stakeholders.
- **Awarded Tusculum College faculty recognition:** Oversaw student-created marketing plans for 8 non-profit organizations in 2008-2009 and 41 over 5 years by integrating citizen-service with course academic goals.
- **Received regional organization faculty award:** Awarded the 10-member East Tennessee College Alliance’s *Adult Student Educator of the 2007 to 2008 Academic Year* for creativity in serving adult learners.

UNIVERSITY OF TENNESSEE Knoxville TN **Assistant vice president of corporate development** **1996 to 2001**

- **Originated University’s corporate relations marketing strategy and outreach:** Solidified friends, established new relationships, and involved deans and vice presidents to develop corporate partnerships.
- **Implemented relationships with new corporate partners:** Facilitated collaboration through executive leadership with Alpine, Dell, Dollar General, FedEx, Gaylord Entertainment, Ingram Industries, and Microsoft.
- **Guided students in career planning:** Helped students across diverse disciplines to conceive “life calling” goals, create résumés and application letters, and channel plans to approach professional employers.

REYNOLDS AMERICAN Winston-Salem NC **Government affairs, grass roots lobbying, and marketing** **17 Years**

Government and Media Affairs Directed strategies for volunteer team to achieve constructive business climate.

- **Fostered teamwork:** Coached employee grassroots skill development. Boosted area’s effectiveness 31% while enlisting 1,834 new allies in two years. Energized and enlarged a highly skilled volunteer employees’ grassroots team from 318 to 481 members, multiplying its legislative contacts 4-fold during first 2 years.
- **Strengthened legislative team:** Coordinated an 8 person multidisciplinary leadership team to nearly triple legislative success by prevailing in 97 of 154 issues in 3rd year versus having won only 36 of 76 issues in first year while holding annual budgets constant for all 3 years.

PROFESSIONAL EXPERIENCE, Continued

Consumer Brand Marketing Developed strategies for staff advancement while developing existing and new products.

- **Develop staff:** Acquired leadership reputation for mentoring 6 of 8 subordinates to earn high ranks in Fortune 500 corporations including a Board Chair, a President, an Executive Vice President, and 3 Vice Presidents.
- **Enhanced existing business:** Led an 11 member team to reposition a major brand which had lost profits at rates of \$130 million to \$140 million per year. Tripled profit from \$2.6 billion to \$7.8 billion in 3 years. Brand continues to be organization's leading financial success versus previously anticipated brand dissolution.
- **Created new business:** Introduced innovative brand. Attained 45% share during 2nd year versus 5 competitive entries. Established company as dominant leader of a new consumer package goods category.

COMMUNITY LEADERSHIP

- **Collaborated as PR director and member of YMCA marketing team:** Team raised \$2.56 million to construct new YMCA supported with \$15,000 marketing budget. Contributed to membership drive for fastest growing YMCA in the southeast US, exceeding the 1st year membership goal by 265% in less than 6 months.
- **Promoted incorporation of new municipal government:** Defined community boundary; chaired 1st finance committee, specified services, and set 5 cent/\$100 ad-valorem tax, lowest tax in state. Collaborated with sheriff to introduce low cost police coverage approach which became model for 137 + municipalities.
- **Oversaw marketing plan to determine location and facilities for new church:** Ensured membership growth from 179 families to minimum of 500 families within 5 years, attaining 829 families year by year 5.
- **Mentor high school seniors:** Teach Junior Achievement to high school seniors. Awarded East Tennessee "Outstanding High School Volunteer of the Year" for 2005-2006 and 2006-2007 academic years.
- **Volunteer in veterans' organizations:** Serve East Tennessee Military Affairs Counsel, Navy and Marine Corps Leagues, Veterans of Foreign Wars (VFW), American Legion, and United Service Organization (USO).
- **Donate blood:** Donated average of 4 pints of blood annually since age 20, reaching 184 pints or 23 gallons through mid 2010. Each donation served approximately 3 patients per pint or total of about 552 patients.

UNITED STATES ARMED FORCES SERVICE

UNITED STATES MARINE CORPS Fleet Marine Force **Fire support coordination** **4 years active duty**

- **Directed artillery** to enable 187 member Marine company to evade entrapment with no killed in action.
- **Facilitated artillery, mortars, air strikes, tanks, heavy machine guns, and naval battleship gunfire** as a 21 year-old fire direction center team leader in I - Corps at Chu Lai, Hue, and Phu Bai South Vietnam.
- **Earned awards:** Presidential Commendation and Navy Unit Citation. Received Congressional Medal of Honor Society recognition for fundraising \$12.6 million and mentoring its leaders to speak more persuasively.

EDUCATION

THE UNIVERSITY OF TENNESSEE Knoxville, TN **Bachelor of Science and MBA degrees in marketing.**

GRADUATE STRATEGY STUDIES Universities of Wisconsin and Phoenix, UT Martin, and Capella University.