



Gregory L. Wellman

Chief Executive Officer - Advisor

ABOUT

Current Title: CEO

Company: Daedalus Strategies

Current Location: Sacramento, California

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Website: www.glwellman.com

PROFESSIONAL SKILLS

Strategic Planning & Execution
Operational and Process Optimization
Integrated Marketing & Communications
Financial Management & Budgeting
Problem Solving and Decision Making
Team Leadership and Management
Data-Driven Decision Making
Market Research & Analysis
Cross-Functional Collaboration

TECHNICAL SKILLS

Website Site Application Development
Data Science and Analytics
Microsoft Business Suite
Google Adverting and Business Suite
Artificial Intelligence
Adobe Creative Suite

EDUCATION

Executive Master of Business
Administration
California State University, Sacramento

Certificate in International Affairs
University of the Pacific

Bachelor of Arts in History
California State University, Sacramento

PROFESSIONAL SUMMARY

Strategic and results-oriented executive with over 20 years of experience in operations, organizational leadership, and process optimization. Proven ability to streamline business operations, implement scalable systems, and deliver measurable results across diverse industries. Adept at aligning cross-functional teams, improving financial performance, and fostering a culture of collaboration and innovation. Demonstrated expertise in managing large-scale projects, driving operational efficiencies, and achieving sustainable growth. Passionate about leveraging technology, data-driven decision-making, and team leadership to maximize organizational success.

PROFESSIONAL EXPERIENCE

Chief Executive Officer Daedalus Strategies August 2018 - Present

- Streamlined internal processes, reducing operational inefficiencies by 26.7% through workflow automation and standardized procedures
- Integrated AI to enhance resource allocation resulting in a 18.4% increase in profitability
- Scaled operations to support a 40.1% growth in the client portfolio, developing frameworks that maintained efficiency during rapid expansion
- Improved cross-functional team collaboration, reducing project delivery timelines and increasing client satisfaction
- Optimized financial planning and oversight, achieving consistent 11.2% cost savings without compromising quality or service delivery
- Established strategic partnerships that contributed to a 22.3% increase in market share and new business acquisitions
- Spearheaded the development and execution of comprehensive marketing strategies, increasing brand visibility and market share for clients across industries
- Fostered a collaborative and innovative team culture, leading an award-winning consulting team to exceed client expectations consistently
- Spearheaded the development and execution of comprehensive marketing strategies, increasing brand visibility and market share for clients across industries
- Managed multimillion-dollar budgets, optimizing resource allocation while achieving an average 7:1 ratio increase in ROI and maintaining high-quality standards
- Leveraged data analytics and customer insights to refine campaign strategies, resulting in a 22.4% increase in customer acquisition rates



COMMUNITY ENGAGEMENT

Council For Giving 2016-2019
Board of Directors - Founder

Sacramento Public Relations Association 2013-2017
Board of Directors - President 2016 / 17

Sacramento County Historical Society 2009-2012
Board of Directors - Comms. Committee

OTHER WORKS

Author

A History of Alcatraz Island Since 1853 (2022)

A History of Alcatraz Island 1853-2008 (2007)

Guest Speaker

The History Channel

AWARDS

CAPPIE: Best Website Design, 2016

CAPPIE: Best Website Design, 2014

REFERENCES

Available Upon Request

KEY QUALITIES



Managing Director Mêlée Convergent Media August 2011 - July 2018

- Designed and executed high-impact marketing campaigns that delivered a 35% increase in revenue and market penetration for clients on average
- Introduced advanced digital marketing tools, improving campaign efficiency and driving a 26% boost in customer retention
- Refined brand messaging and positioning strategies for diverse clients, leading to a 22.4% increase in customer loyalty and recognition on average
- Oversaw cross-functional team collaboration, streamlining project workflows and reducing campaign delivery times by 20%
- Conducted market research and trend analysis to identify growth opportunities, resulting in new service offerings that contributed to a 24% revenue increase for clients on average

Director of Sales and Marketing Sacramento Philharmonic Orchestra July 2008 - November 2011

- Restructured sales and marketing operations, increasing team productivity and reducing campaign delivery times by 25%
- Introduced digital marketing strategies that grew ticket sales by 45% and expanded the donor base by 22%
- Optimized budget management, achieving a 15% cost reduction while maintaining campaign effectiveness
- Strengthened community partnerships, increasing event sponsorship revenue by 35.6% and enhancing brand visibility
- Oversaw the design and implementation of publicity events, collaborating with my teams and community leaders

Historical Marketing Specialist Wells Fargo November 2004 - July 2008

- Designed and implemented operational workflows for content development, reducing project delivery times
- Introduced standardized training programs, reducing onboarding time and improving team efficiency
- Enhanced interdepartmental collaboration to deliver high-quality, large-scale museum exhibits, improving project execution rates
- Developed engaging articles for the Wells Fargo "Guided by History" blog, showcasing the bank's rich California history
- Enhanced Wells Fargo's brand persona through historically-inspired marketing materials