

# MARK ZIDES



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Mark brings a wealth of experience and passion to empower organizations and individuals alike with his fresh approach. Mark is an entrepreneur and disruptor—a rule breaker— and he devotes his decades of experience in learning innovation and strategy to bring new ideas to life, to drive the future of learning and business. Whether you're a Fortune 1000 company, a bold start-up, or a person in need of professional coaching, Mark helps clients grow, educates executive teams to be better leaders, improve strategy, improve their culture, and accelerate revenue growth, by sharing his strategic and tactical go-to-market experience and relationships. Mark is a provocative, engaging, and entertaining mentor and speaker, focused on the changing world of the workplace, learning, and technology.

|                       |                      |                             |
|-----------------------|----------------------|-----------------------------|
| Entrepreneurship      | Business Development | Marketing Strategy          |
| Investing + M&A       | TedX Speaker         | Executive Coaching          |
| Management Consulting | Angel Investing      | Strategic Planning & Growth |

## EXECUTIVE EXPERIENCE

### Chief Commercial Officer - ELB Learning, Inc.

March, 2022 to present

- Drive global growth and expansion across multinational brands.
- Grow existing relationships with Fortune 500 companies by selling products and services throughout all business functions.
- Lead strategic partnership opportunities and relationships to fuel revenue.
- Source M&A deals as a member of the Executive team.
- Establish and build new sales channels for clients and partners.
- Collaborate with global sales organization to drive \$100MM in global sales.

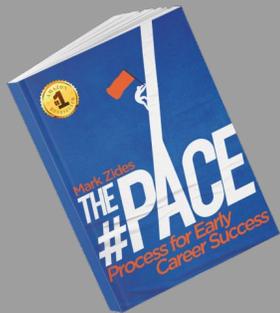
### Founder & President - CoreAxis Consulting, LLC.

January 2002 to April 2022

Creating a unique, talented, on-demand team of more than 500 consultants, [CoreAxis](#) was an award winning firm that consistently scaled 10%+ each year and expanded market share from 30% to 45%. By providing strategic solutions to clients across four continents, CoreAxis leveraged expertise across all facets of Talent Management and provided leading-edge consultancy for projects in a variety industries.

- Top clients: Bank of America, Amazon, Pfizer, Thermo Fisher Scientific, Takeda Pharmaceuticals, USAA, Walmart, General Mills, Dell Technologies, Charter Communications, Fidelity Investments, State Street, Roche, Boston Consulting Group, Staples, Bose, Adobe, Netflix, Nestle, State Farm, and RaisingCanes.

Author of the  
Amazon Best Seller



The #PACE Process for  
Early Career Success

## EDUCATION

### BABSON COLLEGE

Class of 1990

Bachelor of Science

Areas of concentration:

Finance / Investments &  
Behavioral Sciences

## *Founder & President - CoreAxis Consulting, LLC. continued.*

- Designed and built a world-class custom solution learning and development firm that served over 200 multinational clients and startups.
- Grew virtual company from two full-time employees to over 100 employees and consultants in 13 years.
- Led growth of organization to several million dollars of annual revenue and 15% EBITDA each year.
- Won over 50 best in class training and development [awards](#).
- Selected as Training Industries top 20 training providers in the world for three straight years.
- Established as a thought-leader in the L&D space by industry experts, clients, and advisory firms.
- Led global pursuits and RFPs with multiple global brands each year.
- Managed company P&L and organizational growth, ensuring profitability each year.
- Managed company financial growth, lending, and cashflow with Bank of America.
- Initiated M&A opportunities for company that led to successful exit.
- *Sold CoreAxis Consulting, LLC to ELB Learning, Inc. in April of 2022.*

## **Managing Director - Pricewaterhousecoopers (PWC), Boston, MA**

*2007 to 2008*

Helped clients succeed in executing on their growth strategy advising their leadership across the areas of human capital, operations, finance, organizational strategy, and risk management to moving organizations toward sustainable change.

- Sold and managed engagements to clients while leading team of 45 consultants in region and 350+ in US. Drove client relationship management activities for global accounts in Financial Service and Healthcare sectors. Operated within matrix leadership responsibility throughout multiple industries.
- Top revenue producer, relationship manager, and thought leader of talent management, HR Strategy, IT optimization, OD, L&D, and business optimization projects for fortune 200 clients.
- Specialize in developing go-to-market processes for the generation of new, valued ideas and solutions for clients; then leveraging management consulting skills to achieve business goals and results.
- Lead crisis management team during takeover of software analytics company while coaching and mentoring the CEO and The Board of the parent company during the process.
- Manage team of more than 75 consultants across market teams with a revenue of \$80MM. Oversaw the quality delivery, business development, while achieving client goals as trusted business advisor.
- National Leader of IFRS training strategy and plan for US firm contributing to distinctive position in client engagements and market leadership.
- Collaborate with national client service delivery teams to transition clients from pilot to implementation phases and provide ongoing account management support while selling add on services across the enterprise.
- Responsible for a team revenue of \$80MM and EBITDA of \$20MM.

## **Global Practice Leader - Monitor Group (now Deloitte), Cambridge, MA**

2005 to 2007

- Provided consulting services, information services and products, and “smart capital” to a wide range of for-profit, nonprofit and government clients.
- Drove business and organizational performance impacting growth, innovation, and profitability.
- Responsible for developing and executing the new business development strategy for emerging products and services for one of the priority Monitor Group Companies, Lattice Partners. Solutions include a range of advisory, education-based and software enabled tools to diagnose and assess a firm’s current situation as well as to provide roadmaps to drive workforce transformation and firm profitability.

## **Business Development Executive, New England - Ernst & Young LLP, Boston, MA**

2003 to 2004

- Regional Market Sales Leader responsible for new business development activities for the firm’s core HR Consulting Practice, a unit with US revenues exceeding \$275MM.
- Led all sales and marketing activities for Human Capital practice. Scope of accountability included both new business development and managing the go-to-market process and marketing team. A
- Led and managed strategic tax services solutions to accounts in New England including stock option expensing, Finance & Valuation, Tax Operations, and Compliance services.

## **Founder, President, & CEO - Progressive Solutions Corp., Boston, MA**

1996 to 2001

- Funded \$15MM.
- Provided outsourced solutions to Global 2000 companies.
- Successfully incubated and spun off business that raised over \$1MM in external venture financing.
- Successfully built company to 75 employees and consultants, returning \$2.0MM in profit, prior to selling off and transitioning entire business to a national software company.

## **Regional Account Executive - International Business Machines Corp. (IBM), Boston, MA**

1993 to 1996

- Performed all sales management activities for the New England region, including running weekly sales meetings, pipeline reporting, generating leads, drafting RFP responses, and developing / customizing sales proposals.
- Managed and performed client presentations.

## **Financial Consultant - Caldor, Inc., Norwalk, CT**

1990 to 1993

- Performed market and financial analyses for CFO to make real estate decisions related to company’s expansion program. Responsibilities included P&L planning for stores, demographic studies and cash flow forecasting.
- Successfully contributed to creating, updating, and packaging financials for the CEO, President and CFO while managing international “road show” prior to successful IPO.