

Josh Trust

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Revenue expert whose ability to transform operations, lead teams, and form strategic partnerships has delivered consistent success for multiple companies. Connector, trust builder, and customer ambassador with a reputation for challenging the status quo while generating unrivaled sales and revenue growth.

Leadership Success Highlights

- **Strategic Sales Growth** – Rapidly drove digital sales growth 15% annually over the past 8 years by tapping new markets, showcasing best in class solutions within the SMB market segment and working with cross functional teams. Generated \$700k in new revenue through launch of event marketing business from 2016-2019.
- **Corporate Development** – Transformed and expanded the corporate presence and reputation of disrupted media organizations after spurring launch of community facing partnerships with c-suite leaders designed to bolster brand recognition and drive revenue.
- **Aggressive Growth** – Unrelenting bottom-line driver known for exceeding ambitious goals by uncovering game changing opportunities. Career history of maximizing cash flows.
- **Team Building & Inspiration** – Extensive success in staff training, leadership and motivation dedicated to driving top levels of employee performance. Adept at finding, recruiting and developing talent.
- **Market Growth** – Transitioned over \$10M of business from competitors and in-house programs.

Executive Assets

- Business Strategy
- Compliance Direction
- New Business Development
- Profit & Loss Management
- Operations Management
- Client Relationship Building
- Business Reengineering
- Logistics Planning
- Strategic Partnerships
- Performance Improvements
- Technology Implementation

Professional Experience

Lucky Street Gaming, Rockford, IL

2020-Present

Managing Director - New Business Development/Marketing

Recruited by the Chief Operating Officer to direct business development and government affairs for leading provider of technology solutions for the Video Gambling industry generating \$25 million in annual revenue.

- Launched sales organization from a grass roots level including hiring talent and creating go to market strategy. Increased customer base 600% during first 6 months.
- Establish and foster strategic partnerships with vendor base to create the necessary individualized tools and products to win and deliver specific contract requirements.

River Valley Media Group, Lacrosse, WI

2018-2020

CRO & Group Publisher

Appointed into position to turn around poor performing market group. Oversee sales, accounting, editorial and IT on a multi-state scale. Responsible for \$21M in revenue and \$7M in OCF.

- Achieved OCF target for market group for first time in 6 years leading to a 5% growth in 2019 over 2018.
- Improved digital revenue performance 22% and improved digital market share 15% for fiscal 2019.
- Reengineered sales team from bottom 10% company performer to top 5% performer resulting in \$400k in new revenue in 2019.

- Launched new event business in 2019 generating \$100k in new revenue.
- Performed revenue reviews at client sites to promote development of long-term revenue plans

Cleveland.Com, Cleveland, OH

2017-2018

Chief Revenue Officer

- Launched and led corporate wide initiative driving \$6M in new revenue and increasing readership 12%.
- Conceptualized and created programming, marketing and initiatives aimed at new business development generating over 20,000+ touches annually within the SMB space. Drove an 8% increase in revenue.
- Played influential role in enhancing event marketing line of business growing revenues 15%.

GateHouse Media., Rochester, NY

2009–2017

Regional Vice President

Recruited by Chief Executive Officer to manage \$71M in revenue and \$25M in EBIDTA. Designed smart financial strategies, integrate acquisitions and maximize shareholder value.

- Repeatedly applied never-fail sales techniques and employed strategies driving best in company growth.
- Increased digital revenues 28% and division led company 5 consecutive years.
- Improved profit \$2M by turning around poor performing properties, correct sizing organization and divesting non synergistic market groups.
- Increased market share 10% with a focus on solution-based selling and customer engagement.

Early Career Profile

Advertising Director | Gannett., Fremont, OH | 3 years

New Business Director | Block Communications, Toledo, OH | 4 years

Circulation Marketing Manager | Block Communications, Pittsburgh, PA | 4 years

Professional Organizations

Past Board Member, YMCA of Greater Toledo, Arts
 Commission of Toledo. Lacrosse YMCA Marketing Team,
 JDRF Pittsburgh

Education

Master of Arts – Communications

POINT PARK UNIVERSITY – Pittsburgh, PA

Bachelor of Science – Public Relations

UNIVERSITY OF PITTSBURGH – Pittsburgh, PA