



RICHARD BALLARD

SALES, MARKETING & OPERATIONS EXECUTIVE

Alpharetta, GA 30022
(770) 364-4675
rwallard@bellsouth.net

ABOUT ME

Legacy of results as a Sales, Marketing and Operations Executive with decades of executive management experience – entrepreneur, leader, coach, agent of change, relationship management expertise built on trust with a sales, marketing, operations, technology, beverage, project management, business operations and P&L background.

EXPERIENCE

PANASONIC
14 YEARS

PEPSICO INT'L
3 YEARS

PEPSI COLA NA
20 YEARS

PEPSI BOTTLING GROUP
1 YEAR

EXECUTIVE CONSULTANT

Atlanta, GA
Current

Executive Business Development – Global

- Business Development Consultant to domestic and global electronic companies within the Sports, Entertainment, Hospitality, Smart Cities, Security, and Connectivity verticals.

PANASONIC

Newark, NJ
2018

Executive Sales, Marketing & Operations – Global

- Executive sales, marketing & operations executive consultant leader driving the development and execution of new business and partnership solutions with reoccurring revenue service lines opportunities for Panasonic North America and Panasonic Enterprise Solutions Company in the Sports, Entertainment, Hospitality, Smart Cities and Connectivity verticals. Mr. Ballard also has been responsible for organizational and acquisition initiatives to enhance the company's performance.

PANASONIC
Newark, NJ
2010 – 2018

Executive Vice President, Panasonic Enterprise Solutions Company North America

- Panasonic Enterprise Solutions Company designs, manufactures, construct, installs and services large-scale audio-visual technology solutions for the enterprise market and serves customers across a wide range of industries with customized applications using cutting-edge technologies, experience in managing large-scale, complex corporate projects and dedicated onsite support services.
- As one of the founding architects for the creation of the Panasonic Enterprise Solutions Company, Richard was accountable for developing, leading and executing the North America strategic business plan for Panasonic Enterprise Solutions Company, Division of Panasonic North America.
- Responsibility and accountability for the Direct Sales, Marketing and Operations teams with collaborative oversight of the Solutions and Delivery teams in the PESCO Division. Successful oversight of a one hundred plus organization and accountability for a \$100MM plus P&L reporting to the President. North America markets included Professional and Collegiate Sports, Entertainment, Digital Out of Home, Place Based Networks, Smart Cities, Connectivity (Wi-Fi), Eco and Education verticals.
- Since the founding of PESCO, several hundred plus multi-million-dollar projects were identified, qualified, sold, constructed, executed with recurring services income creating Panasonic as one of the leading sports and entertainment digital audio/video, connectivity, solutions company in the industry.

ADDITIONAL INFO

Awards:

- 📄 **Pepsi Cola**
Region
Manager of the
Year
- 📄 **Pepsi Cola**
Division
Manager of the
Year

Miller Heiman

- 📄 Strategic Selling
- 📄 Conceptual
Selling
- 📄 Professional
Selling Skills
- 📄 LAMP

KEY PEPSI CLIENTS

- Ameristar Casinos
- Arby's
- Burger King
- Caesar's
- Captain D's
- Dairy Queen
- Dunkin' Donuts
- Earl Enterprises
- Hard Rock
- Hoyts Cinemas
- Jersey Mikes
- KFC
- Kroger
- LaRosa's Pizza
- Long John Silvers
- Mandalay Bay
Hotel & Casino
- Mann Theater
- McDonalds
- MGM
- National
Amusements
- Papa John's
- Paris Hotel &
Casino
- Pizza Hut

CONSULTANT
Alpharetta, GA
2004 - 2010

CONSULTANT
Alpharetta, GA
2004 - 2010
(Cont'd)

**PEPSICO
INTERNATIONAL**
Purchase, NY
2000-2003

**PEPSI COLA
N. AMERICA**

Somers, NY
1982 - 1999

- Richard owned and led the customer relationships and partnerships for existing and new business development, driving repeatable process sales ensuring end-to-end customer satisfaction. Responsible for the sales process to qualify, discover, propose, contract, implement, deliver, construct, install, execute, sustain and service for all customers.

- 2004 – 2010 Consulted directly to the President of Panasonic to create Panasonic Enterprise Solutions Company through business and organization development with go to market plans to sell and win major projects in the professional, collegiate sports and entertainment industry.
- 2004 – 2006 Consultant to Coffeecol, Inc. CEO to acquire sell and market Juan Valdez Colombian Coffee from the Colombian Coffee Federation, Bogotá, Columbia. Juan Valdez Café' Reale' brand ultimately acquired by Coca-Cola.

- 2004 – 2009 Consulted to Panama Beverages, Panama Blue Rainforest Pure Water, Panama City, Panama, to create the brand, package design, bottled from the source, bottling facilities, distribution and go to market plans for Panama Beverages.
- 2004 – 2009 Consulted to the Founder of Planet Hollywood to advise on the technology, design, renovation, construction, partnership and promotion of Planet Hollywood Resort and Casino, Las Vegas, Nevada.

Director, International Sales

- Richard led international global sales and marketing organization development plan and execution for Europe, Asia, South and Central America, Middle East, Russia and Africa for PepsiCo beverage products throughout eleven regional Global Business Units encompassing 160 countries.

Various Positions of Responsibilities

- Twenty plus years of beverage industry experiences both domestic and international with a premiere global convenient foods and beverage company. At PepsiCo, Richard had several years of increased responsibilities and territories that included multiple Sales, Marketing, Operations, Brand, Bottling, Distribution and corporate headquarter positions with P&L and organizational accountabilities. Experienced success in both national and international positions at executive level positions with direct responsibilities for PepsiCo's largest customers for both Retail and Foodservice, as well as, Vice President of Franchise Bottlers New York and New England markets, direct bottling operations experience as Area Vice President, Pepsi Bottling Group Operations Mid Atlantic.

- Held several positions of increased responsibilities over the course of twenty years with Pepsi-Cola North America in field and headquarters positions including sales, marketing, bottling, customer relationship management positions throughout the United States with direct P&L responsibilities reporting to the C-Suite executives and President.

- Planet Hollywood
- Quizno's
- Rally's
- Rax
- Romacorp
- Regal Cinemas
- Saladworks
- Sbarro
- Showcase Cinemas
- Skyline Chili
- Subway
- Super America
- Super Value
- Taco Bell
- Trump Casino
- Universal
- Village Pizza
- Warner Bros Int'l Cinemas
- Warner Village Cinemas
- Walmart
- Wendy's
- White Castle
- Yum Brands

Chronology of Responsibilities at Pepsi Cola NA

- 1998 – 2000
 - **National Director**, Hospitality, Gaming and Sports, PepsiCola North America
- 1996 – 1998
 - **Group Manager**, Eastern United States, Pepsi Cola Foodservice
- 1994– 1996
 - **Vice President**, Franchise Bottling Northeast, Pepsi-Cola North America
- 1992 – 1993
 - **Vice President**, PepsiCo Restaurant Development, Pepsi-Cola North America
- 1990 – 1992
 - **Area Vice President & General Manager**, Pepsi Bottling Group
- 1988 – 1989
 - **Alternative & New Beverage Products Manager**, PepsiCola North America
- 1985 – 1988
 - **Region Sales Manager**, Pepsi Cola Foodservice
- 1983 – 1985
 - **Division Development Manager**, Pepsi Cola Food Service
- 1982 – 1983
 - **District Sales Manager**, Pepsi Cola Foodservice

**KRAFT
GENERAL FOODS**
Cleveland, OH
1981 - 1982

Account Supervisor

Direct sales position of consumer products to retail chain Kroger for northern Ohio and western Pennsylvania.

OSCAR MAYER
Columbus, OH
1980 – 1981

Sales Supervisor

Direct sales position of Oscar Mayer consumer products to National retail chains throughout the Midwest.

**NORTHWESTERN
MUTAL LIFE**
Morgantown, WV
1978 – 1980

College Agent

Life, Health and Disability Insurance Agent while a student at WVU
Top 20 National College Agent Performer 1978-1980

**WEST VIRGINIA
UNIVERSITY**
Morgantown, WV
1975 – 1980

Bachelor or Science Business Administration

KEY PESCO CLIENTS

- ATLANTA
BRAVES
- BRANDED
CITIES
- BRISTOL
MOTOR
SPEEDWAY
- CHARLOTTE
MOTOR
SPEEDWAY

PANASONIC PROJECTS

Key Panasonic Project Links – Solutions, Testimonials, Press

Key Projects

- Atlanta Braves, SunTrust Park and Battery Atlanta MLB
 - <https://info.panasonic.com/AtlantaBraves.html>
 - <https://www.youtube.com/watch?v=YrUZgULkRv4>
- Sacramento Kings, Golden 1 Center NBA Highest Resolution Center hung in the NBA
 - <https://info.panasonic.com/Golden-1-Center.html>
- Philadelphia Eagles, Lincoln Financial Field NFL

- CHURCHILL DOWNS
- COLORADO STATE UNIVERSITY
- FLORIDA PANATHERS
- FLORIDA STATE UNIVERSITY
- GA TECH
- IMG
- IMG COLLEGE
- INDIANAPOLIS MOTOR SPEEDWAY
- LA CLIPPERS
- LA FOOTBALL CLUB
- LA GALAXY
- LA KINGS
- LA LAKERS
- LA RAMS
- MERCEDES BENZ SUPERDOME
- MIAMI HOMESTEAD SPEEDWAY
- MICHIGAN STATE UNIVERSITY
- NASDAQ TIMES SQUARE
- NEW ORLEANS PELICANS
- NEW ORLEANS SAINTS
- ORLANDO CITY SOCCER
- PHILADELPHIA EAGLES
- PLANET HOLLYWOOD RESORT AND CASINO
- SACREAMETO KINGS
- SMOOTHIE KING CENTER
- SONOMA RACEWAY
- STAPLES CENTER
- TEXAS MOTOR SPEEDWAY
- THE OHIO STATE UNIVERSITY

- http://www.sportspromedia.com/news/panasonic_awarded_lincoln_financial_field_contract
- <https://www.sporttechie.com/philadelphia-eagles-bring-panasonics-everest-wifi-lincoln-financial-field/>
- **New Orleans Saints, Mercedes Benz New Orleans Superdome NFL – Widest screen in the NFL**
 - <https://www.youtube.com/watch?v=tBB3ufAVLsc>
- **New Orleans Pelicans, Smoothie King Center**
 - <https://www.youtube.com/watch?v=zHgWgg8fWV0&itct=CBEQpDAYAyITCIXyvrroodoCFUS8nAod-BECjIHcmVsYXRIZEiRg9XXoKHhuuYB&app=desktop>
- **Churchill Downs, World’s Largest 4K Screen**
 - <https://www.sportsvideo.org/2014/05/04/qa-with-panasonics-ballard-inside-the-new-4k-scoreboard-at-churchill-downs/>
- **Indianapolis Motor Speedway INDYCAR**
 - <https://www.youtube.com/watch?v=iY95yrd3YYQ>
- **Charlotte Motor Speedway NASCAR – World’s Largest at construction**
 - ftp://ftp.panasonic.com/casestudies/charlotte_motor_speedway_casestudy.pdf
 - <http://www.bigpicturebigsound.com/Panasonic-Commissions-World-s-Largest-LED-HDTV.shtml>
 - <https://www.youtube.com/watch?v=GJIF4FTG00>
- **Texas Motor Speedway NASCAR – World’s Largest at construction**
 - <https://www.sporttechie.com/texasmotorspeedway/>
- **Bristol Motor Speedway NASCAR – World’s Largest Center hung**
 - <http://www.johnsoncitypress.com/Sports/2015/10/07/BMS-press-conference>
 - <http://pages.enterprise.panasonic.com/Battle-at-Bristol.html>
 - <http://www.bristolmotorspeedway.com/fans/colossus/major-announcement-wed-oct-something-big-coming-bristol.html>
- **Sonoma Raceway NASCAR**
 - <http://www.panasonic.com/business/enterprise/pdf/Infinion%20Raceway.pdf>
 - <https://www.youtube.com/watch?v=HI-gNrxkSRI>
 - <https://theshopmag.com/news/panasonic-installing-led-displays-sonoma-raceway>
- **Miami Homestead NASCAR**
 - http://www.panasonic.com/business/pesna/includes/pdf/Homestead-Miami_Speedway_HR.pdf
- **LA Lakers, LA Kings, LA Clippers, Staples Center**
 - ftp://ftp.panasonic.com/casestudies/staplescenter_indoor_casestudy.pdf
- **Florida Panthers NHL**
 - ftp://ftp.panasonic.com/casestudies/bbandt_floridapanthers_casestudy.pdf
- **The Ohio State University**
 - ftp://ftp.panasonic.com/casestudies/ohiostadium_ohiostate_casestudy.pdf
- **Michigan State University**
 - ftp://ftp.panasonic.com/casestudies/michiganstateuniversity_casestudy.pdf
- **University of Michigan**
 - ftp://ftp.panasonic.com/casestudies/phs_univofmichigan_stadium_casestudy.pdf
- **Georgia Tech**
 - <https://vimeo.com/120607178>

- UNIVERSITY OF ARIZONA
- WEST VIRGINIA UNIVERSITY
- WME

- **West Virginia University**
 - <http://www.panasonic.com/business/enterprise/pdf/PanasonicEnterpriseSolutions-WVU-case-study.pdf>
- **Colorado State University**
 - <https://www.youtube.com/watch?v=wdnj-mhkVRg>
- **Florida State University**
 - <https://info.panasonic.com/Florida-State-University.html>
- **Kansas State University**
 - http://www.kstatesports.com/news/2014/6/18/5583f23ae4b06b726e667095_131478207213135689.aspx
- **University of Arizona**
 - ftp://ftp.panasonic.com/casestudies/mckale_memorial_enter-univ_of_arizona_casestudy.pdf
- **NASDAQ Times Square**
 - <https://info.panasonic.com/NASDAQ-MarketSite.html>
 - https://info.panasonic.com/NASDAQ-MarketSite.html?utm_source=Billboard_Insider&utm_medium=display&utm_campaign=DOOH_Guide&utm_content=classified
- **Yonge-Dundas Square, Toronto, Canada – Largest Display in Canada**
 - <https://info.panasonic.com/Yonge-Dundas-Square.html>
- **Planet Hollywood Resort and Casino**
 - <http://www.panasonic.com/business/enterprise/pdf/panasonicenterprisesolutions-planethollywood-case-study.pdf>
- **Orlando City Soccer**
 - <https://pages.enterprise.panasonic.com/orlando-city-stadium>
- **Sporting KC, Kansas City MLS**
 - ftp://ftp.panasonic.com/casestudies/livestrongpark_sportingkc_mls_casestudy.pdf
- **LA Galaxy, HOME DEPOT CENTER, Los Angeles, CA MLS**
 - ftp://ftp.panasonic.com/casestudies/homedepotctr_lagalaxy_mls_casestudy.pdf
- **New York City Football Club, NY, NY MLS**