

JEFF TIEFENTHALER



West Des Moines, IA 50266

(469) 792 - 3329

jeff.tiefenthaler@gmail.com

[linkedin.com/in/jefftiefenthaler](https://www.linkedin.com/in/jefftiefenthaler)

SALES | BUSINESS DEVELOPMENT | RECRUITING | MANAGED CONSULTING | OPERATIONS

CORE COMPETENCIES

<ul style="list-style-type: none">❖ Sales & Marketing Business Development Account Mgmt.❖ Workforce Solutions Recruiting Staffing Managed Consulting<ul style="list-style-type: none">○ Accounting, Finance, Sales, IT, SaaS, Executives, HR, Operations❖ Financial Services Insurance Investments Financial Advisor❖ Leadership Team Mgmt. Organization & Culture Alignment❖ Prospecting Cold Calling Lead Pipelining Sales Cadence KPI❖ Sourcing Contracts & Vendor Mgmt. VMS ATS MSP RPO❖ Financial/Sales Tracking Reporting Forecasting P/L Mgmt.	<ul style="list-style-type: none">❖ C-Suite, Leadership, Stakeholder, Private Equity Engagement❖ Build & Develop High Performing, Cross Functional Teams❖ Build-out of New Services, Teams, Markets & Business Units❖ Proposal Design Contract Negotiations Deliverable Oversight❖ Training & Development Coaching Strategic Sales Planning❖ Connect Sales w/ Corp. Objectives & Financial Targets & OKRs❖ Self-Starter Organized Time Mgmt. Market Trends Analysis❖ Critical Thinker Problem Solver Effective Communicator
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EDUCATION

Iowa State University, Ames (Ivy School of Business) | **Bachelor of Science:** Double Major in FINANCE & MANAGEMENT
University of Alicante, Spain (Studied Abroad) | **Area of Focus:** INTERNATIONAL BUSINESS & SPANISH

LICENSES & CERTIFICATIONS

Professional Association of Resume Writers & Career Coaches - Certified Professional Resume Writer Certified Professional Career Coach	2024
Salesforce – Certified Administrator	2015
Financial Industry Regulatory Authority (FINRA) – Series 6 Series 63 Series 65	2009
Iowa Insurance Division – Life & Health Insurance License	2008

PROFESSIONAL EXPERIENCE

REFYNED STRATEGIC GROUP | West Des Moines, IA **Mar 2021 – Present**
Founder & Managing Director

Personal Recruiting, Consulting & Coaching firm created during the Covid Pandemic to enhance growth for both Clients & Professionals.

- **Executive Recruiter/Managed Consulting:** Partner with companies & candidates to provide Executive Recruiting, Staffing and Project Consulting services for specialized skillsets in Accounting, Finance, IT, SaaS, Human Resources, Operations & Executives.
- **Career/Executive Coaching:** Job search strategy, Career transitioning, Interview preparation, Strengths assessments, Salary negotiation.
- **Resume Writing/Branding:** Resume writing, Cover letters, LinkedIn optimization, Professional branding, Executive summaries.

THE PLANET GROUP | Dallas, TX **Sep 2022 – Aug 2024**
Regional Director – Sales, Recruitment & Managed Solutions Consulting

\$1.5 Billion global provider of Outsourced Human Capital Solutions, Managed Consulting Services, RPO & MSP serving Accounting, Finance, Human Resources, Healthcare, IT, Digital Marketing, Cybersecurity, Energy, Engineering & Infrastructure fields.

- Recruited to launch & develop an expansion office in Dallas-Fort Worth after a recent Private Equity acquisition & growth initiative.
- Provided workforce solutions to Fortune 1000 companies experiencing unique hiring challenges, complex problems or strategic initiatives.
- Conducted high level sales, business development & recruiting activities to build relationships & prospect for new business opportunities.
- Conducted discovery meetings w/ company executives to identify needs, negotiate terms & implement necessary business agreements.
 - ❖ **Generated \$800k+ in personal production revenue by achieving 25 placements & 5 projects spanning across 40+ new companies.**

S+H SEARCH (Previously VIP Search & Solutions) | Dallas, TX **Aug 2020 – Mar 2021**
Director – Managed Solutions Consulting | (Post pandemic layoff)

\$40 Million regional provider of Recruiting & Solutions Consulting who provide technical advisory services to Fortune 500 companies.

- Recruited as a “Firm Intermediary” between the Solution Consulting & Staffing divisions to increase cohesion, collaboration & revenue.
- Drove revenue through consulting projects providing: System/ERP Implementation & Transformation, Value Enhancement, People Alignment, Process/Procedure Creation or Improvement, M&A, Due Diligence, Integrations & Corporation Relocations initiatives.
- Managed the identification, prioritization and winning of new client relationships while growing relationships and revenue from existing clients.
- Collaborated with internal teams to create planning objectives, internal alliance opportunities, target client delegation & marketing strategies.
- Collaborated w/ consultants & clients to oversee project management, progress reporting, task documentation & address unanticipated issues.
- Developed marketing materials to empower sales teams with collateral to enhance client knowledge of capabilities & increase engagement.
 - ❖ **Generated \$350k in Executive Recruiting revenue & \$4 Million in Managed Solutions Consulting revenue spanning across 60+ companies.**

BRILLIANT SEARCH & CONSULTING | Dallas, TX

Nov 2018 – Feb 2020

Texas Market Director | *(Closed Dallas office due to Covid Pandemic)*

\$15 Million provider of Staffing, Recruitment & Consulting Services serving Accounting, Finance, HR, IT & Administrative fields

- Recruited to launch & develop their 1st expansion office in Dallas-Fort Worth after a recent Private Equity acquisition & growth initiative.
- Hired, developed, and lead a team of 7 recruiters/sales staff while personally executing weekly business development & recruitment activities.
- Ran all day-to-day sales operations, technology improvements, management responsibilities & financial sales reporting/forecasting.
- Partnered w/ executives, hiring managers, stakeholders & private equity firms to win new business for mid to Fortune 1000 companies.
 - ❖ **Produced \$900k+ in 1st year revenue for the Dallas office through all new companies/clients for myself & the firm.**

ROBERT HALF | Dallas, TX

Aug 2013 – Nov 2018

AVP, Practice Director & Branch Manager

\$8 Billion global leader in Recruiting & Managed Solutions Consulting serving Accounting, Finance, IT, Administrative & Legal fields.

- Provided workforce solutions to Fortune 500 companies experiencing unique hiring challenges, complex problems or strategic initiatives.
- Led divisional business development, recruiting & staffing efforts while hiring, training and management of 18+ recruiting/sales staff.
- Managed 250+ Projects consisting of: System/ERP Implementation & Transformation Value Enhancement, People Alignment, Process/Procedure Creation or Improvement, Merger & Acquisitions Due Diligence & Integrations and Corporation Relocations.
- Oversaw all management oversight for 175+ FT solutions consultants & 250+ contractors on client projects at any given time.
- Conducted daily sales team progress meetings to drive accountability on recruiting activity & discuss new leads/trends/insights.
- Created team/sales strategies which aligned with our district/company goals, then drove consistent communication & progress updates.
- Analyzed all financial reports/metrics (Revenue, Gross Profit, Cost Burden etc.), KPI's, budget current vs actual, P&L Management
 - ❖ **Achieved “Presidents Club” by placing #3 in the World for growing Dallas, TX office revenues by my 2nd Full-Time year.**
 - ❖ **2014-2018: Led 3 business units to record revenue growth averaging 140%+ YoY, overseeing \$50+ Million in divisional revenue.**
 - ❖ **Promoted 4x during my 5+ year tenure, personally producing \$5,000,000 in revenue across 500+ companies.**

TRANSAMERICA | Cedar Rapids, IA

Nov 2012 – Jun 2013

National Director of Sales | *(Moved department to California)*

- Drove sales strategy & training of 10,000+ Financial Advisors nationally across 7 distribution channels totaling \$200M+ in revenue.
- Leveraged internal partnerships (Heads of Marketing, Operations, IT, Compliance) to improve resources, processes & communications.
- Connected goals, products & technology with marketing to design & deliver sales concepts, materials, training, and presentations.
- Reviewed program initiatives & strategies to evaluate results, effectiveness & ROI, then partnered with leaders to make adjustments.
- Analyzed weekly sales reports & industry advancements to recognize product & sales trends to identify a variety of training opportunities.
- Traveled to nationwide network offices to strengthen relationships, wholesale products & provide sales concepts to advisors & managers.
- Synchronized the implementation & advisor training for all new product rollouts to assure advisor buy-in & increased confidence.
- Collaborated with distribution channel leaders to develop sales strategy initiatives to grow market share & intermediary relationships.
- Trained & managed the internal sales support team to assist with national advisor education & sales support.
 - ❖ **Spearheaded revenue growth of \$30 Million over 12 months due to enhanced sales support, creative marketing, and training.**

MASSMUTUAL FINANCIAL GROUP | West Des Moines, IA

Jan 2011 – Oct 2012

Financial Advisor & Managing Associate | *(Sold practice for opportunity at Transamerica)*

- Continued providing Financial Planning/Advice to new & existing clients while recruiting & developing a team of 21 Financial Advisors.
- Created & Implemented all internal sales process, training schedules & materials, CRM system, onboarding & sales training playbook.
 - ❖ **Produced \$210k in Premium Revenue while adding \$10 Million in (AUM) Assets Under Management.**
 - ❖ **Hired by Regional Banks Executives to perform Fiduciary 3rd Party Life Insurance Audits for Trust Department Portfolios.**

NORTHWESTERN MUTUAL | West Des Moines, IA

Feb 2007 – Dec 2010

Financial Advisor | College Unit Director | College Advisor Intern

- Provided holistic Financial Planning/Advice to individuals & businesses (estate, insurance, investment, retirement, employee benefit planning advice).
- Built & led 15 college advisor interns while personally producing \$250k+ in Premium Revenue & \$5M+ in AUM (Assets Under Management).
 - ❖ **2007: (Internship): Attained “College Financial Rep of the Year” for the Iowa Region.**
 - ❖ **2008: Placing in the Top 3% of all Financial Advisors Nationally in their 1st year.**

SOFTWARE & TECHNOLOGY

Recruiting/Sales Systems: LinkedIn Recruiter/Sales Navigator, ZoomInfo, Job Posting Sites, Personality Assessments, Boolean Searches

Customer Relationship Management (CRM): Salesforce, HubSpot, Hootsuite, PipeDriver, Bullhorn, Constant Contact, VMS Systems

Financial Planning Software: eMoney, Riskalyze, Black Diamond, 401kExchange, Annuity Intelligence, MoneyGuide, Morningstar, Redtail

ERP Systems: SAP, NetSuite, Oracle, MS Dynamics 365, Sage, ADP, Workday, Epicor, JD Edwards, Kronos, Paycor, PeopleSoft, Yardi