

# ANTHONY PERSAUD

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Corporate development and marketing strategist with over 20 years of experience driving growth across technology, aerospace, medical, and renewable energy sectors. Adept at leveraging market research, competitive analysis, and data-driven insights to refine strategic positioning, secure multimillion-dollar funding, and forge key partnerships. Proven leader with a track record in launching innovative marketing campaigns, optimizing operations, and spearheading business expansion initiatives that consistently deliver revenue growth.

## EXPERIENCE

**2018 – PRESENT**

**PRESIDENT, EMPOWER SUSTAINABLES**

- Spearheaded company-wide growth initiatives that increased annual revenue by 55% CAGR
- Launched marketing campaigns and digital outreach strategies that significantly boosted brand recognition and customer engagement.
- Cultivated key partnerships and stakeholder relationships to expand the client base and drive sustainable business expansion.
- Leveraged data-driven insights to optimize operations, enhancing overall efficiency and reducing operational costs by 30%.

**2022 – PRESENT**

**SECTION CHIEF, UNITED STATES AIR FORCE RESERVE**

- Led 156 personnel while managing \$2 billion in flightline assets, ensuring optimal operational readiness of KC-135 and KC-10 aircraft.
- Implemented process enhancements that reduced aircraft downtime by 15%, underscoring a commitment to operational excellence.
- Exercised decisive leadership in high-pressure environments to uphold rigorous quality and safety compliance standards, with zero quality control discrepancies.

**2022 – 2024**

**CORPORATE DEVELOPMENT CONSULTANT, I.T. BIOSCIENCES**

- Enhanced strategic positioning through market research and competitive analysis; crafted communications strategy and delivered high-impact presentation decks that secured key partnerships.
- Facilitated meetings with major pharmaceutical companies to explore acquisition opportunities for the company's combination therapy.
- Led investor outreach efforts, engaging private equity firms and investors to secure over \$5 million in funding offers.

**2020 – 2022**

**CORPORATE DEVELOPMENT CONSULTANT, VEUIT TECHNOLOGIES**

- Advised technology, and marketing teams in optimizing product development and aligning offerings with projected market demand.
- Developed a targeted marketing plan to drive product adoption and secure key clients that accelerated revenue growth.
- Guided leadership teams in securing Series A and Series B funding by refining investor pitches and value propositions.

**2015 – 2018**

**DIRECTOR OF CLIENT GROWTH, DANTE DAVIS MARKETING**

- Designed, launched, and optimized targeted ad campaigns that drove increased lead generation and sales for over 35 clients.
- Implemented CRM and ad management systems to streamline sales operations leading to a significant increase in customer acquisition for multiple clients.
- Developed and executed tailored marketing strategies for multiple clients, enhancing brand visibility and market penetration.

**EDUCATION**

**7/2014**

**M.S. IN LEADERSHIP, AIR UNIVERSITY (USAF)**

Received Academic Achievement award.

**06/2012**

**B.S. IN AVIONICS SYSTEMS ENGINEERING, COLLEGE OF THE AIR FORCE**

Graduated as a Distinguished Graduate, recognized for strong academic performance.

**03/2006**

**PRIVATE PILOT LICENSE, CESSNA TRAINING CENTER**

Completed training in flight operations, aircraft systems, and safety protocols.

**SKILLS**

- Strategic Growth & Corporate Development
- Market Research, Analysis & Positioning
- Investor Relations & Funding Strategy
- Digital Marketing & Campaign Development
- Partnership & Stakeholder Engagement
- Operational Efficiency & Process Optimization

**AWARDS AND RECOGNITIONS**

- Meritorious Service Medal, United States Air Force, 2024
- Commendation Medal, United States Air Force, 2019
- Achievement Medal, United States Air Force, 2011
- Academic Achievement Award, Airman Leadership School, 2007