



BRIAN HASENBAUER

COMMUNITY LEADER
ENTREPRENEUR
BUSINESS LEADER
ATHLETE

9811 Estate Lane
Dallas, TX 75238

(972) 571 - 1296
brianhasenbauer.com
brianhasenbauer@gmail.com

**“IF YOUR ACTIONS
INSPIRE OTHERS TO
DREAM MORE, LEARN
MORE, DO MORE AND
BECOME MORE, YOU
ARE A LEADER.”**

**-JOHN QUINCY
ADAMS**

COMMUNITY INVOLVEMENT

City of Dallas

Community Development Commission

- Economic Development and Housing - Chairman
- Community Participation - Vice Chairman

Lake Highlands Chamber of Commerce

- Board of Directors

Lake Highlands Restaurant Week

- Founder and Chairman
- Raised over \$16,000 over a 2-year period

Northwest Bible Church

- Refugee Career Training and Coaching

WORK EXPERIENCE

Astanza Laser

June 2017 - Present

Vice President of Marketing

- Responsible for the strategy and tactics to create interest, demand, and revenue for Astanza Laser's products through the use of Public Relations, Product Marketing, Inbound Marketing, Advertising, Event, and Online Marketing.
- Leads a team of marketers responsible for lead generation, sales support, and corporate branding.
- Rebranded the entire company and made changes to the sales process that led to a 25% increase in year over year sales.

LeadG2

July 2012 - May 2017

Sales and Marketing Consultant

- Developed the Inbound Marketing Practice for The Center for Sales Strategy / LeadG2 and managed all aspects of the business including; account management, business development, and assisting clients with their Inbound Marketing strategies.
- Grew the business to \$1 million in annual sales elevating LeadG2 to the top tier, HubSpot Platinum partner status.
- Developed and implemented inbound sales and digital content marketing strategies for both clients and our agency that included; video, social media, blogging, SEO, SEM, lead generation and email marketing.

IndoorDIRECT

May 2010 - June 2012

Vice President of Marketing

- Produced and distributed a 45 minute, out-of-home television show to over 2,500 quick-serve restaurant locations nationwide with a viewership of over 48 million per month.
- Managed and led a team that developed and implemented all aspects of corporate marketing and communications, including public relations, social media, and sales support.
- Developed the Wi-Fi strategy and consumer website whereby viewers can watch the content seen in the restaurants, enter contests, submit user generated videos, and interact with the show online.

PROFILE

Brian Hasenbauer is the son of a Naval Commander and has lived in Guantanamo Bay, Cuba and, Rota, Spain as well as state-side in Rhode Island, Pensacola and, Washington, DC.

He graduated in 1995 with a BS in Finance from George Mason University and worked as an Advanced Financial Analyst at EDS and i2 Technologies before starting his own triathlon training company, Fit2train.

After racing for several years as a professional triathlete, he started work at Competitor Magazine as the Associate Publisher and then worked as VP of Marketing for indoorDIRECT, a national out-of-home broadcast company reaching 48 million viewers each month.

In addition to a successful finance and marketing career, Brian serves his community as a City of Dallas Community Development Commissioner overseeing over \$27 million of CDBG Grant and HUD funds. He represents District 10 and chairs the Economic Development and Housing Committee.

Currently, he lives in Dallas, TX and works as VP of Marketing for an aesthetic laser company. He is the father of 2 wonderful children that attend public school.

WORK EXPERIENCE CONT.

Grubbs Infiniti

July 2009 - May 2010

Director of Digital Marketing

- Responsible for online B2C digital content creation and lead development initiatives including; web, video, event marketing, email, social media, SEM, SEO, and blogging.
- Developed and implemented two new blogs and video series that featured technology found in Infiniti's vehicles directly resulting in a substantial increase in web traffic, sales leads, and service appointments.

Competitor Group

April 2003 - July 2009

Associate Publisher

- Responsible for creation and development of local, regional, and national media properties for Competitor Group Inc.
- Managed a team of three salespeople that were responsible for selling and implementing marketing strategies utilizing print, digital, and non-traditional media.

Fit2train

May 1999 - January 2009

Founder and Owner

- Created Fit2train as a vehicle to communicate the coaching, personal fitness, and life skills gained as a professional triathlete and entrepreneur.
- Responsible for all aspects of advertising, event marketing, social media, marketing, sponsorship generation, coaching, and public relations.
- Developed Fit2train into the largest triathlon team in Dallas with over 300 members and national sponsors.

i2 Technologies

May 1998 - May 2000

Senior Financial Analyst

- Responsibilities included development and oversight of annual budgeting process, analyzing monthly financial results, and reporting variances to senior management.

Electronic Data Systems

May 1995 - April 1997

Advanced Financial Analyst

- Provided in-depth financial analysis and strategy recommendations to State Health Care and State and Local Government Business Unit Executives on topics including budgeting, forecasting, and ad-hoc analysis.
- Supported the largest and most profitable account in State Health Care SBU - National Heritage Insurance Company (NHIC - Medicaid), with annual revenues in excess of \$150 million.

OTHER

Professional Athlete (Retired)

- Four-time Hawaii Ironman World Championship Finisher
- Eight-time Ironman Triathlon Finisher (Top 25 in several races)
- Two-time Texas Time Trial Winner and six-hour record holder

EDUCATION

George Mason University

1991 - 1995

B.S. Finance

- Took graduate level course (Global Finance) at George Washington University as elective
- Delta Sigma Pi - Vice President of Professional Activities