

# KEVIN DeVRIES

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## ***National Sales & Marketing Executive***

### **PROFILE**

Award-winning senior leadership in community engagement, new business development, target marketing, major account management, advertising campaigns, event and enterprise planning in consumer-oriented market spaces. Solid industry reputation for consistent revenue growth, consumer insights, fiscal accountability, business operations, public relations and speaking, competitive analysis and networking.

- Self-motivated Change Agent, Product Champion and Market Leader that achieves peak performance, ensures total client satisfaction, maintains peak quality service and meet aggressive sales objectives.
- Expertise in the negotiation and execution of complex contracts with top management, industry partners and key decision-makers; fully familiar with cost savings, process improvements and stakeholder relations.
- Effective training, mentoring, and development of professional and corporate staff in all product lines; multi-tasking talents in organization, needs assessment and C-suite interaction.
- Multi-tasking talents in team building, organization, needs assessment, program implementation and accurate documentation in time-sensitive situations.
- In-depth knowledge of start-up operations, brand positioning, P&L, budgeting, cost controls, crisis management, strategic planning and competitive analysis.
- Creative development and implementation of successful business processes and high-impact market initiatives; rapid delivery of time-sensitive programs and products per client requirements.
- Explorer, adventurer and group travel leader to nearly all 50 US states and over 65 countries on 6 continents, gaining hands-on exposure to cross-cultural dynamics and international business practices.
- Recognized for exceptional skills in sales, target marketing, promotions, account strategies, trade show participation and profitable relations with clients in Global 500, Media, Non-Profit and Professional Sports.

### **CORE COMPETENCIES**

B2B Sales • Market Penetration • Dealer Networks • Strategic Partnerships • Process Optimization • Team Leadership • Brand Positioning • Multimedia Marketing • Channel Development • Market Analysis • Profit Maximization • Business Forecasting • Sales Promotions • Mergers & Acquisitions • Business Intelligence • Product Lifecycle Management • C-Level Relationships • Market Trend Analysis • Direct Marketing

### **REPRESENTATIVE INDUSTRY CLIENTS**

Wal-Mart • General Motors • Ford Motor • Coca-Cola • Pfizer • Kellogg • Barnes & Noble • Comcast • Sprint/Nextel • Smithsonian • Junior Olympics • National Association of Evangelicals • Michigan Festivals & Events • Michigan State University • Detroit Tigers/Lions/Redwings/Free Press • iHeart Media • LA Times • Chicago Tribune • The CW Network • Cumulus Broadcasting • Jean Michel Cousteau's Ocean Futures Society

### **EMPLOYMENT & ACCOMPLISHMENTS**

Grace Explorations, Grand Rapids, MI

2016- Present

#### **Founder/President**

Launched GraceExplorations.com (GE); a non-profit, spiritual guide service after climbing five of the seven continental summits, skiing to the North Pole, searching for Noah's Ark and leading expeditions around the world as an explorer to help others discover: The Greatest Journey Is Within.

- Effectively built GE into a leading national men's ministry that never stops exploring God's grace through inspirational speaking and writing, community engagement, contemplative retreats, therapy, story-telling and faith films.
- Produced OUR VALUES - a ministry ethos to ensure GE and its Board of Directors are driven by purpose and not a personality, program, performance or place to accomplish its MISSION: Help the wandering and wounded find home and healing in Christ.
- Spoke to over 20,000 people at national faith conferences, church services, school chapels, corporate and community events across 20,000 miles, 20 States in 20 months to launch GE's mission and message nationwide as a National Men's Ministry Leader and highly sought after Keynote Inspirational Speaker.
- Designed & established BASE CAMP (BC) – The Place of Stories for Men @ Founders Brewery in Grand Rapids, MI. Quickly received rave reviews and extensive media coverage as a highly innovative approach to building a redemptive community for men.
- Rapidly expanded BC into a monthly SOLD OUT event since March 2017 launch, impacting several hundred men to set a new standard for men's ministry across the country. Secured major sponsors and developed robust marketplace participation with an engaging marketing campaign: We Brew What Men Thirst - AN AUTHENTIC LIFE.
- Introduced BARN BASE CAMP - a battalion size gathering of up to 800 men representing the largest men's ministry network event in W. MI featuring stories and songs in A BIG RED BARN - Summer 2018.
- Organized a Men's Ministry Network – a Band of Brothers reaching thousands of men weekly in W. MI.
- Promoted Heart of The Holy Land Tour: An Uncommon Spiritual Retreat for Men - Israel 2017.

Propeller, Franklin, TN

2015

**Community Outreach Specialist**

Initiated and facilitated faith-based movie screenings with national ministry and marketplace key influencers for a leading, faith based marketing firm that connects faith and family film content to the consumer.

ReImagine Inc, Grand Rapids, MI

2005-2015

**Founder/President**

Wrote: *Explorers Of The Lost Ark* from Sept 2013- June 2015; a 2000-page, four-book, dream vision genre series. Positioned series for professional editing and publication process.

Ark Search LLC, Mt. Ararat, Turkey

2009-2013

**Lead Mountaineer**

Demonstrated crisis management skills assisting scientists on Mt. Ararat, Turkey in search of scientific proof of Noah's Ark as the only mountaineer to reach Ararat's mercurial Eastern Plateau five summers in a row.

- Conducted 3-D Ground Penetrating Radar (GPR), Electrical & Seismic Surveys, Core Drilling and Archeological Excavations on Mt. Ararat's 17,000 Ft. Eastern Plateau. Directed by real-time satellite imagery, operated sub-surface technologies penetrating Mt. Ararat's ice cap to reveal scientific anomalies.
- Appeared in the Award Winning Film: FINDING NOAH, narrated by Academy Award nominee Gary Sinise.
- Consulted film crew and gave interviews in never-before filmed locations under extreme conditions.
- Promoted theatrical release of FINDING NOAH in 640 theaters nationwide in 2015 & DVD release in 2016.
- Deliver inspirational talks: Finding Noah, Grace, Home; Climb Your Mountain; The Place Where Pain Heals.

Cruise Holidays, Grand Rapids, MI

2006 – 2012

**President/Accredited Cruise Counselor**

Purchased, grew and operated a local franchise of America's oldest and largest cruise-specialty retail organization. Closely partnered with all major cruise lines and land tour operators to create and present multimedia promotions for all types of venues. Recruited, trained, supervised and motivated a team of 1 outside sales rep, 3 inside staff and 1 intern (per semester). Performed extensive market research, demographic profiling and competitive analysis to continually expand market saturation and consumer buy-in.

- Quickly expanded this business through objective expertise, relational sales and aggressive marketing strategies to become West Michigan's largest specialty agency with \$4 million in overall gross revenue.
- Received the company's "Best Overall Group Promotion Award" in 2009 with a high-impact ad campaign with *Sport Diver/Scuba Diving*, Paul Gauguin Cruises and Jean Michel Cousteau's Ocean Futures Society.
- Ranked as a "Top Single Agency Account" in Michigan for Holland America Line promoting the Culinary Arts Center, presented by *Food & Wine* to broadcast companies capturing national trade media attention.
- Secured between 50-100% in co-op marketing funds from travel partner vendors to meet growth goals and under-budget performance annually.
- Produced and delivered a unique TV travel show, "Cruising in the Movies," with Norwegian Cruise Line on the *The CW 7* movie channel.
- Launched a national sweepstakes program with Abercrombie & Kent to promote events for Smithsonian Museum through 160 affiliates in 40 states.
- Promoted FLORIADE 2012 to Michigan State University and national Master Gardener program dramatically increasing luxury travel market share and record high 18% commission with Uniworld River Cruises.
- Designed and introduced a full array of marketing resources to target the \$18 billion faith-based travel industry resulting in annual faith based conventions @ sea.
- Positioned this firm for an optimal asset sale to qualified buyer in March 2012.

Planet X Inc., Brighton, MI

1997 – 2004

**Founder/President**

Started and grew this national family entertainment company that focused on providing interactive solutions to a diverse consumer marketplace. Built and maintained a database with several thousand clients encompassing Global 500 firms, major church denominations, non-profit organizations and residential customers. Hired, trained, managed and mentored a top-performing workforce of over 30 full-time/part-time employees.

- Piloted rapid expansion of up to 25% or more annual growth in gross revenue and profit margins to achieve market leadership as one of the fastest growing and leading companies in the industry.
- Efficiently produced over 750 major events each year for millions of participants in over 40 states.
- Personally negotiated and administered lucrative multi-year contracts with several faith-based national touring events, logging over 500,000 miles on the corporate truck fleet.
- Consistently met or exceeded key operational metrics, including profit levels, safety records, quality control, employee morale and customer satisfaction in high-pressure environments.
- Orchestrated maximum sales price with a qualified buyer in 2004.

### **RELATED EXPERIENCE**

- \* Participant in *The Explorers Grand Slam*; climbing 5 of the 7 continental summits, skiing to the North Pole with national media coverage; kayaked all 5 Great Lakes and Boston Marathon Qualifier and Finisher.
- \* Held local, state, and national leadership, keynote speaker and consulting positions in youth work with congregations in several Michigan metro areas and other faith based organizations nationwide; organized and conducted numerous special events and international mission projects with hundreds of participants.
- \* Developed and maintained over 50 paid/volunteer staff serving 150 Michigan non-profit entities, impacting over 10,000 students; co-authored a book-length manual for denominational young adult ministry efforts.

### **PROFESSIONAL TRAINING**

- Completed numerous certification courses in business administration, religious studies, communications and other educational topics through Global University.
- Proficient in MS Office Suite and related software applications.