



# EDWARD DUCOIN

## PROFILE

Dynamic business leader with a proven track record of propelling emerging and established companies to significant growth. Offers specialized skills in crafting and executing operational strategies, delivering compelling sales presentations, and developing business expansion initiatives. Demonstrated success across diverse sectors such as media, sports marketing, financial services, and technology. Has experience as an educator in both professional environments and university settings, encompassing undergraduate and graduate instruction.

## EDUCATION

### MASTER IN BUSINESS ADMINISTRATION

2017 Aspen University  
Denver, CO

### FINANCIAL STATEMENT ANALYSIS

2001 Columbia School of Business  
New York, NY

### BA MARKETING & BUSINESS MANAGEMENT

1987 Wharton School of Business  
University of Pennsylvania - Philadelphia, PA

## PERSONAL PHILOSOPHY

In the desert sun, a cold bottle of water holds more riches than a bag of gold: *the time, the offering and the solution define value.*

## PROFESSIONAL EXPERIENCE

### ORPICAL GROUP INC - Philadelphia, PA

#### Founder & CEO

2012 - Present

#### Responsibilities:

- Business plan development and all operating procedures.
- Development of marketing and sales initiatives.
- Implemented departmental strategies and training.
- Financial management of organization.
- Work with department executives to achieve organizational goals.

### PURIFY SOLUTIONS - Redwood, CA

#### COO

2008 - 2012

#### Responsibilities:

- Wrote business plan and established operational budgets.
- Established international licensing, marketing and sales opportunities.
- Actively participated in equity funding.
- Provided direction and leadership as the company expanded to a worldwide scope.

### NEW EDVENTURES CONSULTING - Marlton, NJ

#### Founder & CEO

2001 - 2008

#### Responsibilities

- Provided executive-level consulting leadership to support companies to enable growth.
- Increased profits and enhanced operational efficiencies of client companies.
- Oversaw cross-functional business areas such as financial management, equity fundraising, staff recruitment, operational development, supervision, sales and marketing initiatives.



LINKEDIN

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



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## NOTABLE ACHIEVEMENTS

- 3X INC 500 Winner
- Business plan judge for University of Pennsylvania Wharton School and Harvard Business School.
- Raised over \$55 million in equity capital.
- Conducted business in 11 countries.

## CAREER HIGHLIGHTS

- Successful start-up company business executive, founder & partner.
- A confident public speaker with excellent communication skills and effective presentation style.
- Documented sales and marketing success based on key performance indicators.
- Excellent interpersonal skills with the ability to adjust to a variety of corporate challenges and environments.
- Ability to gain trust and confidence while cultivating productive relationships in an organization.
- Teaching and team development proficiency for both the public and private sector.
- Bestselling author and NASCAR team owner.

## PROFESSIONAL EXPERIENCE

### **IMPACT MARKETING - New Jersey & New York** **Founder, Div. President, Board Member** 1984 - 2001

#### Responsibilities:

- Oversaw & supported all areas related to operational and business development leading the business to become a multi-million dollar company that went public on NASDAQ.
- Developed and instilled in all employees a corporate culture.
- Launched an extensive award-winning corporate training program.
- Designed unique PC based technology that served as a market differentiator.
- Developed and delivered comprehensive strategic and tactical sales and marketing plans that enabled the team to exceed revenue goals.

## PROFESSIONAL AFFILIATIONS

- Founding Board Member, Wharton Entrepreneur Club
- Member, National Speakers Association
- Professor of Business, Temple University
- Board Member, Rowan University Business School
- Malcolm Baldrige National Quality Award Judge
- Seton Hall University School of Business Advisor



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