

## Contact

[www.linkedin.com/in/jeffmadams](http://www.linkedin.com/in/jeffmadams)  
(LinkedIn)

## Top Skills

global sales  
Revenue Growth  
Global M&A Strategy

# Jeffrey Adams

Sekura Global  
Charlotte

## Summary

I have devoted my career to driving aggressive revenue growth while inspiring global sales teams to reach beyond their perceived limits and achieve unprecedented growth. Everything I do is geared toward empowering teams, sparking innovation, and increasing the top line. I have devoted my entire career to leading companies into new markets, opening the door to new opportunities for growth, and inspiring teams across the globe. Everything I do is geared toward building relationships, sparking growth, and embracing quickly changing technology and consumer demands.

What am I best known for?

- **LEADING M&A ACQUISITIONS AND FORGING RELATIONSHIPS TO DRIVE REVENUE GROWTH**

I'm a bold leader who embraces a challenge. Executive teams trust me to lead the charge into new verticals, create innovative solutions to complex business challenges, and deliver unprecedented revenue growth.

- ▶ I led Checkpoint's entry into several new markets, including China, achieving profitability within 2 years and growing revenue to \$32M by winning business from global retailers.

- **ILLUMINATING UNTAPPED REVENUE OPPORTUNITIES**

Quick to embrace new ideas and identify and capture untapped opportunities, I accelerate business expansion by identifying lucrative acquisitions to expand business portfolios. I seamlessly integrate global teams to ensure sustainable revenue generation.

- ▶ I played a key role on a select team tasked with acquiring companies to expand sales and manufacturing capabilities. We selected and acquired 2 lucrative companies.

I have a relentless dedication to strategic partnership development and team training and growth. My career is hallmarked by success as evidenced by multiple promotions and the addition of millions in new revenue. I consistently surpass even the most ambitious goals.

---

## Experience

### Sekura Global

Vice President of Global Sales

November 2021 - Present (2 months)

Charlotte, North Carolina, United States

### MTI - Mobile Technologies Inc.

Director of Sales

March 2020 - November 2021 (1 year 9 months)

### JNZR Investments

President / Owner

January 2017 - September 2020 (3 years 9 months)

Charlotte, North Carolina Area

After a very successful tenure at Checkpoint Systems, I branched out with this entrepreneurial endeavor into the rapidly growing health food and wellness market.

This was an exciting opportunity for me to hone my operational expertise and grow a business from the ground up. As an owner, I am responsible for every facet of the launch, from operations, HR and finance to inventory and marketing. I launched our first location in Charlotte, North Carolina and we have grown to 4 locations. I have taken on the additional role of Area Developer to help drive overall brand engagement for the franchise. In this role, I leverage my years of experience growing revenue in the corporate world and create innovative strategies to duplicate my success in a new venture.

#### DELIVERED RESULTS:

- Identified new revenue streams and product offerings to expand reach and improve profitability. Led move into health and wellness catering by working with corporations within their corporate wellness initiatives and partnered with Charlotte Public Schools and the Charlotte Chamber of Commerce to promote healthy food options and nutrition education.

### Checkpoint Systems

VP, Alpha Global Sales (13–16) - GM-Display Solutions (12) | VP-Alpha EUR (08–11) | MD-China (05–08)

August 1997 - December 2016 (19 years 5 months)

Philadelphia - Miami - Shanghai - Barcelona - Charlotte

\*\*\*\*Reports: 25 Direct | P&L \$105M | Europe, Asia, LATAM, U.S. | 2% Gross Margin Increase | 22% Revenue Uptick \*\*\*\*\*

My success driving aggressive revenue growth in earlier roles with international impact at this global leader for loss prevention earned me multiple promotions. My positions became increasingly visible, strategic roles at Checkpoint. After an extremely successful appointment to an expat position to orchestrate our launch into the China market, I was promoted to become Vice President over our European territory for the Alpha – High Theft Solutions acquisition. I directed the strategy to drive aggressive revenue growth across the region, earning a reputation for linking customer technical challenges to financial and commercial implications within a diversified matrix and multinational business.

I was well known for producing over \$100M in combined new revenue in China, LATAM, and the U.S. by executing game-changing growth strategies and seamlessly integrating sales teams across the globe after strategic acquisitions.

#### DELIVERED RESULTS

- ▶ Delivered \$70M+ in US revenue – a 22% increase – through increased focus on voice of customer. Launched formal business reviews with key accounts to identify and close service and product gaps.
- ▶ Expanded business unit 10% and doubled revenue in Europe – from \$27M to \$50M – with strategic integration and rapid execution of sales structure within 30 days of acquisition.
- ▶ Achieved 2% gross margin increase by developing and implementing product performance review system to quickly remove poorly performing products from portfolio.
- ▶ Launched new business in China, achieving profitability within 2 years and \$36M in sales within 3 years.

---

## Education

Thunderbird School of Global Management

Master of Business Administration (M.B.A.), International

Business · (1995 - 1997)

DePauw University

Bachelor of Arts (B.A.), History · (1986 - 1990)