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Top Skills

Healthcare

Marketing Strategy

Product Marketing

Honors-Awards

Top 100 Thought Leaders in Trustworthy Business

Top 100 Thought Leaders in Trustworthy Business

Trust Across America 2016 Top Thought Leader

Publications

Strengthen Your Leadership Core: Diverse POVs Can Help

Activate Leadership: Aspen Truths to Empower Millennial Leaders

Healthcare "Friending" Social Media: What Is It, How Is It Used, and What Should I Do?

TRUST Inc. 52 Weeks of Activities and Inspirations for Building Workplace Trust

Hashtags and Health Literacy: How Social Media Transforms Engagement

Jon Mertz

Rousing Strategist+Thought Entrepreneur at Juncture of Business +Society ❖ Mobilizing Insights Into Belief-Based Action

Santa Fe, New Mexico

Summary

At the intersection of business+politics lies an opportunity for the VOICE OF LEADERS to pave positive societal impact. Struggling with hesitation or myopic action has caused many leaders to stray.

Motivated by this challenge, I founded ACTIVATE WORLD. Our community provides substance, depth of thought and a non-ideological perspective to teach business activism to leaders. Underpinning our initiatives is a genuine desire to bolster businesses' positive effect on society, as well to help them become better citizens.

We dig deep into obstinate social+political problems to unearth actionable ideas for leaders who want to be on the FOREFRONT of BUSINESS LEADER ACTIVISM. Leveraging multiple platforms, we facilitate solutions in alignment with their organizational culture, according to mission+values.

An 8-year political career that included WHITE HOUSE agency work+facilitating town hall meetings for a U.S. Senator underscores my collaborative value. My extensive business career—involving work at both startup+established tech enterprises—crested in a leadership role that skyrocketed MARKET SHARE 368%+fortified my understanding of how current events+trends apply to business leadership.

Currently, I am pursuing a Doctor of Education, Multi/Interdisciplinary Studies, further diversifying my value.

My resolve to cogitate+create NEW FRAMEWORKS+MODELS, assisting business leaders to navigate the juncture of business +society is complemented by a reputation for empathy and working well with others for mutual wins.

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- ▶ ARE YOU AN EMERGING, HIGH-PERFORMING BUSINESS EXEC or university leader who believes in social responsibility?
 - ▶ ARE YOU A CEO OF A LARGE AND/OR ENTREPRENEURIAL FIRM who believes business should be a force for good?
 - ▶ ARE YOU A SKEPTIC OF BUSINESS LEADER + EMPLOYEE ACTIVISM, but willing to engage in a thoughtful conversation?

ARE YOU READY TO ACTUALIZE THESE GOALS?

If so, contact jon@activateworld.com

<https://activateworld.com/sponsor>

Experience

Activate World

CEO

January 2018 - Present

Santa Fe, New Mexico Area

OVERALL IMPACT: Developing a platform for business leader activists to learn, navigate new challenges and deliver stakeholder-wide solutions. Evolving new framework to lead through challenges at the intersection of business + society.

OUR WHY: Increasingly, business leaders are stepping up to not only get the message out but also to assemble a business model and plan that blends business and society. This conscious capitalism initiative requires buttressing by a thoughtful, action-oriented community to develop solutions for a better future.

OUR GOAL: Our goal for today and for tomorrow is to evolve how leaders navigate the sea of change. We accomplish this through a model that blends the best of business with the best of society. This change will happen through unrelenting action and smart adaptation to better plans + solutions. Moreover, we aspire to ensure the purpose paradigm + business leader activism models never become hollow.

OUR PHILOSOPHY IN ACTION: As such, we have launched or will be launching the following content + framework substance:

▶ Thoughtful, thinking + acting community, challenging business leaders to proactively engage within their respective communities + society as a whole:

>> <https://www.linkedin.com/groups/12123925>

>> <https://www.linkedin.com/company/activate-world>

>> <https://www.facebook.com/activateworldnow>

▶ Highly-trafficked + listened-to podcast: <https://activateworld.com/listen>

▶ Unique leadership events: interactive, educational and challenging initiatives that leave people excited about adapting learnings into their businesses.

▶ Public speaking presentations: challenging current thinking + offering a navigable path to acting thoughtfully.

Thin Difference

Founder + Common Grounder

2010 - Present

Santa Fe, New Mexico Area

There is a Thin Difference between the generations when it comes to things that matter:

- ▶ Creating strong relationships
- ▶ Building successful organizations and thriving companies
- ▶ Achieving purpose in life and work

If we perpetuate a generation gap myth, we risk creating a very real leadership gap.

Thin Difference is an intergenerational conversation. Together we erase the stereotypes. We eliminate the myth of the age gap and reduce the risk of creating a leadership gap. When we share experiences and expertise, we all realize our individual and collective potential.

Corepoint Health

Vice President, Marketing

January 2006 - June 2016 (10 years 6 months)

Dallas/Fort Worth Area

OVERALL IMPACT: Achieved triple-digit hospital market growth in last 4 years amid consolidating industry. Drove strategic direction and innovation, as key member of management team, including positioning brand as thought leader and enterprise software company with expanded footprint.

DAY-TO-DAY: In response to soaring number of people accessing healthcare data, continually focused on driving positive change, marketplace transformation and growth.

- ▶ Instrumental leader delivering double-digit annual revenue growth, expanding company from startup to respected leader in its space.

- ▶ Key growth initiatives:
 - >> Negotiated largest-ever (in company history) contract.
 - >> Spurred 90% of new customers captured via premium content strategy.
 - >> Achieved Top 50 Health IT Website status.
 - >> Spearheaded web-based, instructor-led training curriculum.
 - >> Doubled average selling price and fortified product position.

- ▶ Key result: #1 ranking in category for past 7 years via healthcare industry rating organization.

- ▶ Chaired HIMSS Social Media Task Force; selected as co-host for 1st-time reception at HIMSS 2016, the Millennial Reception for future health IT leaders.

BMC Software

Manager, Worldwide Marketing Programs / Business Development Manager

October 2002 - January 2006 (3 years 4 months)

OVERALL IMPACT: As pivotal leader, navigated complex organizational relationships and change, including market shifts. Boosted partnerships 40%, surpassing channel sales goal 25% (32% of overall revenue).

DAY-TO-DAY: Promoted from Business Development Manager role to lead enablement strategy for channel partners + channel sales. Orchestrated marketing programs to drive partner revenue and create channel programs to spur revenue and channel partnerships globally. Managed channel marketing team and budget.

- ▶ Innovated "Solution Ladder" to increase channel partner success selling complex IT infrastructure solutions.
- ▶ Developed indirect sales channel to drive new revenue and open up mid-market sales.
- ▶ Forged partnership relationships with key strategic vendors; e.g., SAP and Siebel.

QuickArrow

Vice President of Business Development

May 2000 - October 2002 (2 years 6 months)

Austin, Texas Area

QuickArrow was acquired by NetSuite.

OVERALL IMPACT: Ramped up revenue, driving 10% overall company revenue in 1 year while generating sales team leads after being hired by venture-backed startup. Promoted in 6 months to Director of Marketing, and subsequently to Vice President of Business Development.

DAY-TO-DAY: Focused on rebuilding company amid challenging and rapidly changing market.

- ▶ Navigated complete business cycles within <3 years: startup launch to ramp up/ramp down to reviving core business.
- ▶ Led technology acquisitions complementing primary product offerings; partnered with Intuit, Microsoft, Agiliti and more.
- ▶ Implemented Salesforce.com.

IBM, Tivoli Division

Manager, WW Channel Marketing

January 1999 - May 2000 (1 year 5 months)

OVERALL IMPACT: Headed new role for global development initiative that spurred 30% channel revenue growth. Developed business plans focused on revenue and marketing goals.

DAY-TO-DAY: Oversaw 3 primary channels: large systems integrators (e.g., Deloitte, E&Y, EDS, etc.); mid-market resellers (e.g., Maryville); and

distributors (e.g., Tech Data). Assisted developing our partner and channel strategy for Tivoli (infrastructure).

- ▶ Orchestrated >30 key partner business and marketing plans enabling sales and implementation of systems management software. Reached new buyers and expanded market presence into larger, mid-size and smaller businesses.

Deloitte

Manager

November 1996 - January 1999 (2 years 3 months)

OVERALL IMPACT: Hired to help expand Deloitte's market presence through successful implementations. Contributed to sales process and positioning, developing new business plan that landed >\$1 million in 1st year sales in a single geographical location.

DAY-TO-DAY: Managed and collaborated closely with clients on complex projects, implementing new sales and marketing technologies and processes. Leveraged innovative technologies and reengineered business processes to improve effectiveness and efficiencies.

- ▶ Instrumental in launching Sales Process Transformation; e.g., CRM.
- ▶ Managed \$2 million project and teams (36 people from VP to professional) on-schedule and within budget, achieving objectives.
- ▶ Saved >\$5 million: redesigned pricing and customer support processes and organization and implemented sales technology tools.

Public Service

~~ Earlier Career Summary ~~

June 1984 - November 1996 (12 years 6 months)

Began career in the public sector, serving as a Legislative Assistant to a U.S. Senator, as well as roles with the U.S. Department of Commerce (Economic Development Administration), U.S. Small Business Administration (Office of Procurement), and The White House (Office of Management & Administration).

Subsequently progressed through management positions of increased responsibility and scope within the private sector, which began at VTEL as

Manager of Corporate Quality Improvement and then Manager of Reseller Programs.

Education

Creighton University

Doctor of Education - EdD, Multi/Interdisciplinary Studies · (2018 - 2021)

The University of Texas at Austin - The Red McCombs School of Business

MBA, Marketing / Entrepreneurship · (1991 - 1993)

Augustana University (SD)

BA, Government & International Affairs · (1980 - 1984)