



## Duane M. Lightfoot, Sr.

**KEY SKILLS AND CAPABILITIES:** Seasoned and proven sales and business leader with more than 30 years of experience. Managed the marketing, administration, financial and daily operations of various businesses including a twelve-year stint with Xerox Corporation as a negotiator and regional major account manager. Developed, established, and implemented friendly platforms for obtaining sponsorship dollars and achieving/maintaining value benefits and customer satisfaction. Created, developed, and implemented marketing and sales plans for several corporations.

Currently Retired

### MANAGEMENT/SALES EXPERIENCE 2006-2018 Who's Who Louisville **Publisher/President**

Created and developed Who's Who Louisville (a local marketing firm specializing in integrated marketing solutions for today's diverse business needs, including direct response, brand awareness, promotions, and grass roots marketing).

Obtained sponsorships and advertising as well as collected and compiled photos and editorial content for annual publication.

Organized and facilitated annual unveiling receptions for 500 to 800 people.

Achieved 40% growth in advertising and sponsorship sales with an 85%+ renewal rate from all the previous year corporate sponsors.

### MANAGEMENT/SALES 2009 **Promoter and Producer**

- Promoted and produced the play "The Meeting" performed by New York-based Shades of Jade Entertainment. This included all contract negotiations, established revenue targets/expense budgets, hired all support staff, identified, and managed ticket outlets and made personal appearances on TV, radio and conducted press interviews.
- Promoted and organized networking events, business seminars and entertainment including all catering, venue and entertainment contracts, identified and managed ticket outlets and served as spokesman for TV, radio and print media.

### MANAGEMENT/SALES 2003-2005 Smart Solutions Magazine **Publisher/President**

- Created and developed Smart Solutions Magazine (a monthly magazine mailed to over 50,000 homes in Jefferson County)
- This magazine provided helpful household tips, community information and featured advertisement from 50 -75 local businesses.

### MANAGEMENT/SALES 2003-2005 Smart Solutions TV **Producer/President**

- Created and developed Smart Solutions TV (a daily 30-minute program featuring on site interviews showcasing local businesses.
- Direct competition was Shopping Kentuckiana. We had a well-known radio personality conduct 3-5-minute interviews with business owners and managers promoting and advertising their products and services.

### MANAGEMENT/SALES 1995-2006 Center Court Communications **President & CEO**

- Created and Developed Center Court Communication (a full-service telecommunications company providing personalized telecommunications service to commercial businesses throughout the Continental United States.)
- Developed and implemented strategic planning, business development, contract negotiations for national accounts and oversaw daily operations.
- Center Court Communication served as the official long-distance provider for world famous Churchill Downs and the CDI family of racetracks throughout the United States for approximately ten years.

**MANAGEMENT/SALES 1989-1995 Costsaver Equipment and Supplies    President & CEO**

- Created and Developed Costsaver Equipment and Supplies (an authorized Xerox agent, a provider of business equipment and office supplies specializing in facsimile paper.
- Managed national contract sales, sales team and oversaw daily operations.
- Developed Costsaver Equipment and Supplies Company into the largest distributor of facsimile paper for a four the state area (Kentucky, Ohio, Tennessee, and West Virginia).

**MANGEMENT/SALES 1977-1989 Xerox Corporation**

**National Account Sales and Regional Negotiator (1985 – 1989)**

- Facilitated sales and contract negotiations for equipment sales to fortune 500 and major corporations throughout Kentucky, Ohio, Tennessee, and West Virginia.

**High Volume Marketing Manager (1981 – 1985)**

- Created strategic marketing and sales plans statewide.
- Created and reviewed sales performance and market analysis.
- Made closing call with Xerox sales representatives throughout Kentucky district offices.

**Copier Sales Representative (1977- 1981)**

- Made sales call on local businesses to present the Xerox full line of copiers, office products and supplies.

**1974-1977 Equitable Life Assurance Society of the United States**

**Commercial Real Estate Appraiser**

- Established value of real property for the purpose of making loans, acquisitions and investments.

**EDUCATION**

Aug 1970- May 1974    Fayetteville State University Fayetteville, NC

**B.S. BUSINESS ADMINISTRATION; MARKETING**

**AWARDS/**

**MEMBERSHIPS**

Jeffersontown Chamber of Commerce 2004 Entrepreneur of the year.

Jeffersontown Civil Service Board 1995 – present (Appointed by mayor of Jeffersontown)

Board of Trustees Jeffersontown Fire Protection District (Appointed by mayor of Louisville)

2015 Graduate from the FBI Citizens Academy Program

2017 Graduate of Focus Louisville (Leadership Louisville Center)

Kentucky Congress of Parents and Teachers (Life Membership)

Kappa Alpha Psi Fraternity (Life Membership)