



Business Manager, KJR Associates Inc/KenRutsky.com

Independent Contractor Part-time Position

My work-life is great but getting a bit crazy, so I am looking for help. This is a genuinely unique part-time opportunity for a high energy, organized, and creative person. You will play a dynamic and I hope exciting and fulfilling role in growing my small but high impact consulting and thought leadership practice.

I'm looking for a Business Manager/Personal Assistant to support the work I do as consultant, author, speaker, trainer and mentor in the area of market leadership, servicing large and small, local, national and international clients.

Your job, in a nutshell, is to make my practice run smoothly and efficiently. My clients are predominately senior leaders and business owners and dealing with them in a professional and personal style is critical.

Your initial tasks may include some of these:

- Documenting and systematizing repeatable consulting engagements
- Client interfacing and scheduling on project logistics, meetings, travel, etc
- Managing and building the practice's email database
- Selecting and implementing a lightweight CRM such as Insightly
- Event management
- Building a new community offering and membership site
- Maintaining and updating my website and social media accounts
- Keeping me honest on getting work done on time and on schedule
- Proofreading, editing and writing marketing content
- Contributing ideas to grow the practice profitably

You should be computer fluent with Office, web-based applications, and comfortable learning new applications and skills. Marketing and sales experience is a big plus. Great independent working style and a collaborative and growth mindset are essential.

Commitment –Initially 30-50 hours per month, from home, with occasional face-to-face meetings. Consultant should bring their own computer, supplies, and home Internet connection.

Pay – Commensurate to market and experience level.

Interested yet? I sure hope so! – email ken@kjassociates.com or call 650-868-4566

About Me

I help B2B growth company executives in Sales, Marketing and the C-Suite to breakthrough and achieve and grow market leadership in new and existing markets. My clients not only lead, they improve key sales and marketing metrics like leads to revenue and opportunities to close.

What I Do:

- Market Leadership Strategy
- Breakthrough Messaging and Positioning for Growth Companies
- Market Leadership Training for Product Management, Product and Corporate Marketing Teams
- Strategic Go To Market Projects on area such as Pricing, Channel and Growth
- Speaking, writing and mentoring on Marketing Effectiveness and Market Leadership

I have spent 20+ years in B2B marketing roles, launching the Intel Inside broadcast co-op program in 1991 and then the Internet's first affiliate marketing program, Netscape Now, while at Netscape from 1995-99. Since then, I've been CMO at several start-ups and ran Network Security Marketing at McAfee where I developed and executed a marketing strategy that grew our web security business from \$60M to nearly \$200M

In the 7 years of my consulting practice, my clients have generated over \$6B of shareholder value through IPOs and acquisitions. In addition, several others have reached private equity valuations of \$1B+.

My first book, *Launching to Leading: How B2B Market Leaders Breakthrough, Lead, and Transform their Markets*, published in 2017, is available on Amazon, Barnes and Noble and booksellers everywhere in ebook and paperback.