

Brian Wharton

Sr. Manager of
Strategic
Initiatives and
Marketing



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Background and Experience

Brian has more than 22 years of experience in brand positioning, market assessment, Loyalty strategy and implementation, product development and digital and traditional campaign management. Brian started his own business at the age of 21 by opening a Mail Boxes Etc. franchise (later rebranded to The UPS Store) and went on to purchase an additional location where he successfully managed the day to day operation of both units for approximately 11 years. This created a remarkable foundation for Brian that is unparalleled in the marketplace. In addition to Brian's small business expertise Brian has also held management positions in Fortune 500 companies (UPS, FedEx, and Lennox Int.). Brian has excelled in the corporate environment developing skills and knowledge in areas such as business development, contract negotiations, customer experience design and implementation, project management, product development, professional management, competitive analysis, strategic planning and consensus building.

Brian's varied background in small and large businesses, his ethical principles of trust, morals and empowerment provide the perfect foundation for senior leadership within your organization.

Leadership Tenants

Brian believes that trust is the strongest asset a leader can provide to an organization. Trust is based on ones actions, character, reliability, truth and strength. It is a culmination of many small consistent decisions over a period of time. Great leaders establish trust within their team, department and organization which results in success for everyone.

ABOUT ME

Brian is a Senior Marketing Manager responsible for strategic planning and marketing for Lennox International. In this role, Brian helps create, manage and implement market strategy across the Lennox Commercial business unit. This position and the related responsibilities within the company include customer experience oversight (both internal and external customers), revenue and profitability responsibility, along with coordination and collaboration across departments and other Lennox business units.

Personal Life

Brian has lived in Dallas, Texas most of his life and is a graduate of the Episcopal School of Dallas (high school), Southern Methodist University (Bachelors) and Baylor University (MBA). Brian is a big sports fan of his Dallas teams, but most importantly he enjoys watching his children in their various sports and afterschool activities. To maintain work/life balance Brian is known to put in extra hours at work to ensure there is time to attend his children's activities and to support and teach them as they grow to become contributing members of society. Brian volunteers every year (as a rider) at the Multiple Sclerosis bike rally in Plano, Texas (MS150) and is an active volunteer for the Dallas Cup. Brian, his wife and children are active members of St. Michael and All Angels Episcopal church.