

# Joe Brooks

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Boston, United States

[www.zapoint.com/zap/JoeBrooks](http://www.zapoint.com/zap/JoeBrooks)

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## Personal Summary

After graduating from business school, I joined Zapoint as the second full time employee in the US. Initially I worked in Product Management, overseeing the development team to launch and develop our consumer and enterprise applications.

As COO, I now oversee both the Product and Commercial teams, based in the US and Europe. My Talent Profile shows two peaks in my education line, with a bachelor's degree from UCL in London and a master's from Hult International Business School in Boston. My professional line shows a successful career in real estate in the UK, followed by steady and continual growth and experience since joining Zapoint in 2007.

## Top 10 Skills

management, leadership, sales, training, strategy, project management, technology, product management, internet, talent management

## Professional

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### COO & GM

Zapoint, Inc., Operations (Brookline, Massachusetts, United States)  
January 2010 - Now (Project)

Managing commercial processes and objectives across the organization.

Manage international development team to ensure delivery of products in line with targets and scope.

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### Chief Technology Officer

Zapoint, Product Management (Brookline, Massachusetts, United States)  
June 2008 - January 2010 (Full time)

CTO for high-tech start up, specializing in talent management for both individuals and organizations.

Developing product specifications for enterprise, group and individual talent management and networking tools. Manage international development team to ensure delivery of products in line with targets and product scope.

Requirements analysis to ensure that the products are customized to suit the requirements of individual customers.

Ongoing customer relationship management to refine and enhance products, to ensure development in line with client specifications as user numbers increase.

Support to board and other management team members to develop and execute business strategy and growth.

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## Experience

Working	12 years, 4 months
Education	3 years, 10 months

## **VP Product Management**

Zapoint, (Brookline, Massachusetts, United States)

November 2007 - May 2008 (Full time)

VP Product management for high-tech start up, specializing in talent management for both individuals and organizations.

Developed initial specification for enterprise talent management tool and enhancements to group and individual networking tools, working with international development team.

Ongoing customer relationship management to refine and enhance products, to ensure development in line with client specifications as user numbers increase.

Support to board and other management team members to develop and execute business strategy and growth.

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## **Consultant**

Monster Worldwide Inc., CRM (Maynard, Massachusetts, United States)

February 2007 - May 2007 (Project)

Led consulting team to assess project scope creep and change management processes across international CRM projects.

Developed a simplified online change control methodology, in order to standardize the way in which projects are managed and to document and save lessons learned.

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## **Head of Residential Lettings**

Allsop LLP, Residential Lettings (London, United Kingdom)

January 2006 - August 2006 (Full time)

Recruited to restructure residential lettings division. Responsible for generating and increasing new business revenues and developing a business strategy for the division.

Developed and managed relationships with key investment clients, in order to ensure stable long term revenue streams.

Managed and trained sales teams in two central London sales offices. Also responsible for recruiting and training new sales and management personnel.

Talent management to ensure succession plans in place for key management roles within division.

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## **Senior Area Manager**

Hamptons International, Residential Lettings (London, United Kingdom)

August 2002 - December 2005 (Full time)

Promoted to Area manager for 4 Central London profit centers, with 20 employees. Responsible for ensuring the sales teams achieved stretching sales targets. Other responsibilities included budget preparation, business development, talent management, performance improvement and training.

Annual area sales revenues in excess of GBP2M and exceeded net profit targets by 11%. Most profitable region in the UK.

Led training courses on legal requirements, sales and closing skills.

Focused on succession planning to increase staff retention and recruit from internal talent pool for at least 80% of recruitment opportunities from manager level upwards.

This involved identifying, documenting and assessing employees' skills and performance, to identify key staff for fast-track career progression.

Updated and re-wrote the internal training and talent development program in order to ensure that sales staff training was in line with the broader company strategic goals and legal framework.

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## **Manager**

Hamptons International, Residential Lettings (London, United Kingdom)

January 1999 - July 2002 (Full time)

Manager of sales office in Fulham, London. P&L responsibility.

Managed team of six, with responsibility for sales management and business development, to grow the residential lettings business.

Undertook training and coaching for new recruits in sales closing, negotiation skills, legal requirements.

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## **Educational**

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### **MBA**

Hult International Business School, (Cambridge, Massachusetts, United States)  
September 2006 - August 2007

Graduated with Distinction and Honors. Dean's list.

Participated in study trip to Shanghai and Beijing, China in order to assess and understand cross cultural business beliefs and practices.

Subsequently completed case study for use by school to teach global management and corporate culture to future MBA students.

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### **Bachelor of Arts in Geography**

University College London, (London, United Kingdom)  
September 1995 - June 1998

Graduated with Upper Second Class Honors (GPA Equivalent 3.6).

Studies focused on human, economic & cultural geography.

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## **Personal**

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### **New York Marathon**

April 2005 - November 2005

Completed NY marathon in 4hrs 16mins.

Raised approximately \$6,000 for WhizzKids - charity which purchases mobility equipment for disabled children.

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### **International travel**

December 1995 - January 1999

Keen traveler, having traveled extensively before and after university, throughout Europe, North America, the Far East, Australia.

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### **World travel**

April 1995 - August 1995

Four month gap year trip to 7 countries in 3 different continents.

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