

# JAE SHERMAN

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## EXECUTIVE SUMMARY

Strategic executive with 15+ years experience driving organizational growth, operational excellence, and technological innovation. Proven record of doubling revenue, increasing profitability by 300%, and successfully navigating complex mergers and acquisitions. Expertise in building high-performing teams, implementing scalable systems, and developing innovative solutions delivering exceptional results. Consistently recognized for leadership excellence and ability to transform underperforming operations into industry leaders.

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## PROFESSIONAL EXPERIENCE

**Verstela - Bensenville, IL** (acquired ASG Staffing; ASG the parent company of Azimuth)  
*26th largest light industrial staffing firm in the U.S.*

*April 2017 to Present*

### Senior Vice President

*July 2023 - March 2025*

Led post-merger integration and growth strategy for private equity-backed staffing organization.

- **M&A Integration Excellence**, Successfully integrated sales and operational processes within 12 months while maintaining 104% to Gross Profit Targets, 2nd highest performance across 7 regions, against industry average declines of -12%
- **System Innovation Implementation**, launched new sales methodology resulting in 50 new clients in Q4 2024, equivalent to entire previous year's client acquisition
- **Client Experience Enhancement**: Developed Quarterly Business Review system built on customer success metrics including Net Promoter Scores (NPS), quality control programs, and performance analytics

**ASG Staffing - Bensenville, IL**

*Leading privately-held staffing firm*

*January 2020 to June 2023*

### Senior Vice President

Transformed 26-year-old, 100-person organization through comprehensive operational overhaul and strategic leadership.

- **300% Profit Growth**, Doubled company revenue and drove 300% increase in profits over 3 years through 125%+ net revenue retention and operational excellence
- **First Year Impact**, Delivered 50% revenue growth by streamlining operations, launching digital marketing initiatives, implementing company-wide KPIs, expanding geographical footprint with two new offices
- **Technology Modernization**, Successfully migrated 100-person organization to Avionte Bold ATS, enabling API connections to automate KPI tracking and marketing campaigns

**Azimuth - Chicago, IL**

*Leading privately-held staffing firm*

*April 2017 to December 2020*

### Senior Vice President

Created new product that represented 1/3 of the company's income while growing revenue and reducing operational cost.

- **Operational Excellence**: Increased revenue by 70% in 1st year while simultaneously reducing operating expenses by 30% and created proprietary staffing product that grew to represent one-third of company's total revenue
- **Global Workforce Strategy**: Established offshore business units in Macedonia and Thailand, creating 24/7 operational coverage while significantly reducing costs
- **Technology Integration**: Migrated to Salesforce ATS and built customized workflow processes to enhance productivity

**Groupon - Chicago, IL**

*A global e-commerce marketplace connecting customers with local businesses.*

*December 2010 to April 2017*

### Head of New Business Sales - Home & Auto |

*February 2016 – April 2017*

- Earned over \$250 million in revenue by fostering relationships with high value merchants and signing up new business in competitive market.
- Created and implemented company-wide performance management system and career progression framework
- Outpaced 3-year existing legacy team for new business revenue production within 60 days

**Business Development Manager -***June 2015 – January 2016*

Continued driving results through a company pivot to be new business and existing account management.

- Awarded Presidents Club for highest performance relative to goals among all managers
- Achieved highest-ever sales production and activity metrics in company's 8-year history

**Divisional Sales Manager – Midwest Territory***June 2014 – June 2015*

Promoted to manage 3 territories and double the size of the sales team

- Delivered 20% YoY growth (double overall company sales growth)
- Transformed team of 25 into top performers through systematic approach to goal setting, knowledge sharing, and performance management

**Divisional Sales Manager – Ohio Territory***June 2012 – June 2014*

- Doubled team productivity in first 6 months from 65% to 126% of goal by removing obstacles and empowering talent
- Achieved #1 ranking in company for sales targets, resulting in doubling size of team and territory

**Account Executive, Account Representative***December 2010 – June 2012*

Promoted from representative to account executive for excellent performance

- Ranked in top 10 sales professionals company-wide after just 18 months
- Generated \$3.5 million in revenue through marketing campaigns for 350+ businesses
- Transformed one client from no physical location to multi-million dollar business with two locations in 12 months

**EARLIER CAREER**

- Financial Representative, NORTHWESTERN MUTUAL – Chicago, IL (2009-2010)
  - Owned and operated financial services practice including lead sourcing, client acquisition, and selling financial and insurance services at flagship office for premier global insurance company.
- Research Analyst Internship, WOODLAWN VENTURES LLC – Chicago, IL (2009)
- Analyst Internship, NEW TRIER PARTNERS – Northbrook, IL (2008)
  - Teamed with Northwestern and University of Chicago MBA students to conduct research and analysis.
- Manager, LEVY RESTAURANTS – Highland Park, IL (2007-2008)
  - Supervised staff of 80 for 150-seat premium dining room, second largest food service company in world while in school

**AWARDS / CERTIFICATIONS / PROMOTIONS**

Professional Development: Sandler Management Training (Two-year leadership program)

Promoted 8 times across career (5x at Groupon, 3x at Azimuth/ASG/Verstela)

Presidents Club Winner (as both individual contributor and manager)

Recognized for Groupon's 9 Pillars of Success: Owning Your Own Results

Highest rated Rep Satisfaction scores across Groupon

**EDUCATION**

**MIAMI UNIVERSITY** – Oxford, OH (Graduated 2009)

**Bachelor's Degree: Economics**

Awarded President's Scholar and academic scholarship for outstanding academic performance.