

Brent DeRidder
Professional Background & Experience
Business Growth • Sales Leadership • Training • Systems • Organizational Development

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BUSINESS GROWTH BUILT IN THE REAL WORLD

M.B. “Brent” DeRidder is a business growth strategist, record-setting sales professional, trainer, organizational developer and hands-on problem solver. His work centers on finding the real obstacle behind a growth problem—whether it is sales, positioning, structure, training, accountability or execution—and building a practical solution people can understand and use.

His experience spans frontline sales, sales supervision, employee training, strategic planning, organizational leadership, operations, fundraising, community outreach, events, crisis response, brand development, websites, content and small-business implementation. He has repeatedly moved between strategy and direct execution: defining the plan, building the tools, training the people and helping make the work happen.

SELECTED RESULTS

- Broke the company’s monthly sales record during the first week of his first sales position; quotas were raised the following month.
- Reached an entire regional monthly sales quota within five days.
- Repeatedly exceeded quotas and produced regional and national record-setting results across multiple sales environments.
- Advanced from frontline sales into supervision, employee training, performance coaching and team development.
- Led organizations at county, regional and statewide levels and trained organizers and leaders across multiple states.
- Built outreach, training and organizational-development systems used beyond the organizations for which they were originally created.
- Founded and developed an outreach-training and organizational-development company into a functioning, transferable operation.
- Founded and continues to lead a disaster-relief organization coordinating volunteers, donors, supplies, communications, fundraising and field operations.
- Organized conventions, debates, workshops, fundraisers, community programs, public events and business promotions.

CORE CAPABILITIES

- Business growth strategy and problem diagnosis
- Startup, turnaround and 90-day growth planning
- Sales-process design, customer journeys and follow-up systems
- Sales coaching, workshops and full-team training
- Offer development, value communication, positioning and pricing
- Hiring, onboarding, role clarity and performance development
- Organizational design, workflows, procedures and accountability
- Leadership development, facilitation and team building
- Brand voice, persuasive copy, websites and content strategy
- Community outreach, partnerships, events and organic promotion
- Nonprofit strategy, volunteer systems, fundraising and donor relations
- Crisis operations, field coordination and adaptable execution

SALES LEADERSHIP & TRAINING

Brent's sales foundation was built across banking, retail, direct-to-consumer, door-to-door, event and business-to-business environments. At Fort Sill National Bank—his first formal sales position—he broke the company's monthly sales record during his first week of selling and reached an entire regional monthly quota within five days. The company raised its quotas the following month. He later moved into sales supervision, employee training and performance coaching.

At PCA Portrait Studios, he combined high-volume sales, customer experience, management and employee training in a fast-paced retail environment, again producing regional and national record-setting results. His direct-sales work required rapid rapport, needs discovery, value demonstration, objection handling, closing and independent performance management.

That experience became a practical training approach centered on genuine discovery and relevant value rather than pressure or canned scripts. He has trained employees, owners, volunteers, organizers, candidates and leaders in sales, communication, customer service, objection handling, follow-up and relationship development.

ORGANIZATIONAL DEVELOPMENT & OPERATIONS

Brent has led and developed organizations at local, regional and statewide levels. His work has included executive leadership, strategic planning, team structure, recruitment, leadership pipelines, chapter and affiliate growth, meetings, conventions, debates, public programs and repeatable operating systems.

He has built organizations and local chapters from the ground up by finding interested people, developing leaders, creating structure and connecting local work to broader goals. He has also helped teams navigate internal conflict, competing priorities and rapid change while maintaining a shared outcome.

His systems work includes workflows, standard procedures, handbooks, training curricula, role expectations, onboarding, tracking, accountability, customer follow-up and practical operating plans. The goal is never paperwork for its own sake. It is a clearer operation in which good performance does not depend on one person remembering everything.

NONPROFIT, FUNDRAISING & CRISIS LEADERSHIP

As founder and executive director of Liberty Coalition for Emergency Relief, Brent designed the mission, leadership structure, operating model and volunteer systems for a disaster-relief organization working in rapidly changing conditions. He facilitated teams coordinating needs assessment, donations, supplies, communications, distribution, fundraising and field logistics while also participating directly in field work.

Earlier, as shelter manager and fundraising support for Topsail Humane Society, he helped manage daily shelter operations, volunteers, adoptions, donor outreach, public awareness and community events while balancing immediate needs with limited nonprofit resources.

These roles required public trust, adaptable planning, volunteer leadership, donor communication and the ability to turn a mission into coordinated action.

COMMUNICATION, OUTREACH & PUBLIC ENGAGEMENT

Brent has developed speeches, talking points, white papers, articles, training curricula, handbooks, persuasive copy, brand voice and strategic messaging. He has trained people engaging elected officials, law enforcement, college students, low-income communities, minority communities, urban communities, business owners and politically diverse audiences.

He has worked with public figures, appeared on podcasts including nationally recognized programs, organized public events and helped build coalitions across organizational and ideological lines. The common skill is the ability to understand different audiences, find genuine common ground and move people toward a useful voluntary outcome.

MARKER 90 BUSINESS WORKS

Through Marker 90, Brent provides hands-on strategy and implementation support to small businesses, entrepreneurs, entertainers and nonprofit organizations. Many owners know their craft, their customers

and the life they want to build, but they do not know whether the missing piece is “marketing,” organization, sales, legal setup, visibility or something else. Brent gets to know the owner—their passion, goals, strengths, weaknesses, resources and reality—before deciding what the business actually needs. Work may include:

- Business audits identifying sales gaps, operational bottlenecks, weak positioning and missed opportunities
- Growth strategies built around the client’s market, goals, resources and budget
- Offers, pricing, sales conversations, scripts, customer journeys and follow-up systems
- Owner and team training in sales, communication, customer service and objection handling
- Workflows, procedures, team structures, onboarding systems and operating plans
- Brand positioning, websites, social media, launches, promotions, events and partnerships
- Direct implementation when a client needs more than advice

Small businesses are often unable to afford the professional help they need until they have grown enough that they no longer need it. Marker 90 exists to close that gap. Small-business engagements may use reduced fees, staged projects, flexible payments or performance-based arrangements when results can be measured fairly. Corporate and larger clients pay market value, helping make deeply reduced small-business pricing possible.

WORKING STYLE

Brent combines high-level strategy with direct implementation. He does not begin with a generic audit or a preferred service. He gets to know the person behind the business: what they care about, what they want the business to become, what they do well, where they struggle and what resources are actually available. Then he identifies the real obstacle, explains the reasoning clearly and helps build the right solution. If a client does not need a service—or can solve the problem through a simpler, less expensive path—he says so.

Start it. Fix it. Build it. Grow it.

CONTACT

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