

Contact

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Top Skills

Team Building
Conflict Management
International Relations

Certifications

Lean Facilitator (Continuous Improvement Coach)

Rich Carden

COO @BizMilk®/ Veteran Business Owner
Boise, Idaho, United States

Experience

BizMilk
COO

January 2016 - Present (8 years 8 months)
Boise, Idaho Area

The BizMilk® philosophy is simple...we want to be a part of your team! When you work with us, you get a team of professionals that care about you and your business. If you're not happy, we're not happy. It's that simple! Search engine optimization and content marketing is just part of your growth strategy. Our process goes beyond search engine result page placement and focuses on the bigger picture. Helping your customers get the information they need...from you! We're committed to your success. Give us a call today and let's talk about what we can achieve together!

With more than a decade of successful website management, internet marketing, SEO experience, and content marketing, BizMilk® brings you affordable and effective strategies to beat your competition. Using tools tailored to your specific needs, BizMilk® will push your website to the top of search results, proven to increase page views and expand your business. BizMilk® offers services for organic search engine optimization, effective AdWords campaigns, and Facebook marketing content with no long-term commitment! Simply put BizMilk® is a full service SEO and internet marketing company.

Cumulus Media

Advertising Sales Account Executive
June 2013 - June 2016 (3 years 1 month)

Cumulus is the largest pure-play radio company in the US and one of the nation's top providers of local marketing solutions. Our radio and digital brands serve numerous large, loyal, and demographically-distinct audiences in each of these markets. The appeal of our local brands, which serve over 65 million listeners, is evidenced by their resilience in our shifting media landscape. According to numerous accredited studies, radio continues to reach 93% of 12+ populations every week and continues to grow among segments such as high-income households and the most web-savvy and

gadget-obsessed consumers. We are also rapidly growing our share of digital media consumption through streaming and mobile players. Negotiates win-win deals to ensure success for both parties using problem solving skills. Top performer, branding specialist, sales, B2B, B2C, marketing consultant.

United States Air Force

4 years 10 months

Exercise Program Planner and Manager / Continuous Improvement Coach

January 2011 - May 2013 (2 years 5 months)

Mountain Home Air Force Base, Idaho

Plans and executes large scale Emergency Management and Combat Readiness exercises. Organizes local, state, and federal interagency coordination to allow for realistic exercise scenarios. Examples include, but are not limited to, active shooter exercises, mass casualty exercises, and chemical/biological response team exercises supporting a community of over 5,000 people.

Human Resource Manager / Continuous Improvement Coach

August 2008 - January 2011 (2 years 6 months)

Seymour Johnson Air Force Base, Goldsboro, North Carolina

Advised leadership concerning career progression for approximately 150 person workforce. Managed company recognition and performance evaluation programs. Certified by Department of the Air Force as a Continuous Improvement Coach (Lean - Six Sigma - Theory of Constraints - Business Process Re-engineering). Led two projects focusing on scheduling processes involving airspace use and sortie generation.

NATO

Director, Joint Education and Training

August 2005 - August 2008 (3 years 1 month)

Naples Area, Italy

Planned and directed the delivery of educational seminars and material to developing Eastern European military forces. Coordinated the training of more than 1,000 personnel in subjects of Leadership, Management, Operations, and Communications. Traveled to Serbia, Kosovo, Macedonia, Montenegro, and more to promote the concept and benefits of professional military education.

United States Air Force

18 years 2 months

Operational Meteorologist and Operations Manager

June 2003 - August 2005 (2 years 3 months)

Scott Air Force Base

Led 50+ meteorologists supporting North Eastern United States military weather forecasting services. Provided resource protection and flight weather briefings to United States Air Force, United States Army, and Air National Guard units 24 hours a day.

Various positions

July 1987 - June 2003 (16 years)

Multiple locations; Texas, South Dakota, Mississippi, South Korea, and Arizona

Duties varied from Nuclear Missile maintainer, student, to operational weather forecaster.

Education

University of Phoenix

Bachelor's degree, Business/Management · (2004 - 2012)

University of Tennessee-Knoxville

Advanced Lean Principles (Continuous Process Improvement) · (2010 - 2010)

Community College of the Air Force

Associates in Applied Science, Meteorology · (1995 - 2002)