

Contact

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Top Skills

Strategic Planning
Creative Problem Solving
Leadership Development

Certifications

CHT : Certified Hypnotherapist
NLP - Neuro Linguistics Master Practitioner and Trainer
Alphabioticist
Ropes Course Instructor
MBTI - Myers Briggs Type Indicator Instructor

Publications

GPS For Success: Goals and Proven Strategies
Whole Brain Sexuality
Stepping Stones to Success
C and the Box: A Paradigm Parable
Thought Free Golf

Frank Prince

Owner at Unleash Your Mind Consulting
Odessa

Summary

When Frank Prince is used as an executive consultant working with CEO's and Senior Management teams they feel like he is one of them. His skills are used by many top executives to develop a strategy to drive results through innovation and gain alignment at the senior level. He facilitates the creation of long range strategic plans for the business. He leads innovation sessions which drive bottom line profitability. He also counsels executives on their presentation skills and co-creates presentations with them. They appreciate having someone outside the organization to bounce ideas off of and to facilitate the process of thinking through major changes. His direct unfiltered feedback is refreshing compared to cleverly crafted words from direct reports or peers.

Frank is also utilized annually in many organizations to facilitate the development of detailed strategic plans for the accomplishment of the upcoming year's business vision. Every individual develops a personal strategic plan. Those plans roll up to the department, then division and then the overall company. The alignment and commitment to these plans drive bottom line results.

Organizations use Frank to drive innovation. He is an expert in creating organizations that function as "Idea Factories". These idea factories are focused on improving the business through innovation. They generate everything from solutions to current problems or to their client's problems to developing new product offerings and product updates. In these organizations, change becomes a way of life where everyone participates in driving results.

The testament to Frank's work is his long term client base. Any one of them would be happy to share their experience.

Experience

Unleash Your Mind Consulting

Owner

January 1990 - Present (31 years 11 months)

Frank Prince's private consulting business is Unleash Your Mind. Unleash Your Mind's sole purpose is to achieve dramatic improvements in your business. Frank provides a systematic approach to meeting and exceeding your most pressing business objectives.

The most direct way to increase the effectiveness of your business is to increase the use of your intellectual capital. Your organization invests a significant amount of money in people. For many organizations they are one of the largest cost centers to the business. Unleash Your Mind focuses on driving innovative thinking skills within individuals. The better you think, evaluate, and apply your ideas – the more successful you will be. It is about tapping into a major business asset – the creative minds of the people.

Unleash Your Mind has the unique ability to generate excitement, enthusiasm and motivation in people. The result : Higher level insights, higher levels of performance and higher revenues.

Through the direct application of creative thinking, ideation and creative problem solving - results are obtained. Combined with detailed strategic plans for implementation the ROI is impressive. With a guarantee of a 25:1 payback on your investment (or it is free!) an organization can't lose when they commit to to this strategy for implementing innovation.

Private Consulting and Facilitation Areas:

Strategic Planning

Implementing Innovation

Presentation Skills

Advanced Communication Skills

One on One Executive Development

Facilitation of Executive Team Strategic Sessions

Leadership

AllOver Media

Business Consultant to/

September 2016 - Present (5 years 3 months)

USA & Europe

AllOver Media is a media company that provides advertising solutions spanning Outdoor, Digital Out of Home, Indoor, Transit and Convenience Stores. They seamlessly weave relevant brand messaging into the daily lives of engaged consumers. AllOver Media pinpoints distraction-free zones that serve as prime advertising space and uses them to connect with customers in ways that other media can't.

Jeff Griffing, CEO of AllOver Media, has brought Frank in to work with every organization he has worked with since 2001. In September of 2016, Jeff took over as CEO of AllOver media and quickly turned to Frank to work with the organization in putting systems in place around innovation, strategy and culture.

Zoom Media Connect
Business Consultant to/
March 2014 - Present (7 years 9 months)
USA, Canada, and Europe

Zoom Media is the worlds largest digital fitness advertising network. Zoom Media connects brands with an upscale and active audience in health clubs, fitness centers and recreational venues across the US, Canada and Europe. Tom Link, the Senior Executive Vice President of Sales and Marketing worked with Frank earlier in his sales career and was looking to drive results through innovation once again here at Zoom. Over the years Frank has become one of the team. Whether it is working with the entire organization at their national sales meetings, working with smaller innovation groups, or one on one with top management - Frank is helping to drive their success. He works with each of the individual leadership teams in the USA, Canada and Europe. The results speak for themselves. By 2017 they grew their network in the USA alone to over 3,200 health clubs in 170 markets. Their engagements were 118,000,000 with 21,000,000 engaged health club members. They have defined a new generation - Generation Active. Their research shows that the 100+ million members of Generation Active have more in common with each other than with the Generation they were born into. Showing that age doesn't really matter. It is behavior that ties a group together. They continue to implement innovation and are driving innovation within health clubs. The addition of personal viewing screens on the equipment has deepened the one on one consumer reach. All ideas manifested into reality.

Mountain Media

Business Consultant

January 2009 - Present (12 years 11 months)

Mountain Media (www.highcmedia.com) is a national media company producing integrated brands targeted at skiers, snowboarders, and four-season mountain enthusiasts.

Provide consulting and facilitation of start-up, short and long range strategic planning, and the implementation of constant business innovation.

Creative Education Foundation

Board Member

March 2019 - Present (2 years 9 months)

Scituate, MA

NASCAR

Business Consultant To/

June 2018 - January 2020 (1 year 8 months)

Charlotte, North Carolina Area

Strategic planning with the business development and digital sales teams at NASCAR which drive sponsorship and digital revenue. The business development team secures new Official Partners for the sport by building impactful programs utilizing multiple assets to create platforms that benefit NASCAR partners and fans.

Innovation Strategy Group LLC

Senior Managing Partner

February 2015 - January 2019 (4 years)

The Innovative Strategy Group is an experienced leadership team with proven and diverse skills to help accelerate and drive innovation and real ROI. ISG can deliver access to key decision-makers, exploit knowledge gaps, uncover blind spots, find new ways to boost the value of current resources and collaborate closely with leaders at every step in the process. We have decades of experience using applied innovation processes.

At Innovation Strategy Group we have employed some of the leading business strategists that specialize in leading edge applied Innovation processes that generate significant return on investment. Our three step process, identifying and defining the problem areas, generating truly innovative solutions, and implementing a plan that tracks ROI.

APPLIED INNOVATION PROCESSES WE OFFER:

- * Untapped Resource Leveraging
- * New Insights Driving Reinvention
- * Strategic Growth Partnerships
- * Targeted Innovation
- * Strategic Planning Facilitation
- * New Product Launches
- * New Market Activations
- * Bundled Product Sales Strategies
- * Paradigm Shift Revenue Sourcing
- * Innovation Booster Shots

We facilitate these processes at all levels within the organization. This generates truly measurable results.

Time Inc., Media Networks Inc
 Management Consultant to/
 January 1999 - March 2018 (19 years 3 months)

Conduct "MNI University" courses such as Leadership I, Leadership II, Creative Problem Solving, Presentation Skills and Advanced Communication Skills. Facilitate the annual strategic planning process for the entire company at an individual level.

Minneapolis Star Tribune
 Private Consultant to/
 September 2010 - February 2018 (7 years 6 months)

With the help of Frank, the Star Tribune focuses every fall on the development of long range products and services to drive the success of the brand. Detailed strategic plans are developed from top management all the way down through the organization. Every sales person creates their own individual strategic plan for the next year. It has been the key to their ability to increase profitability year over year. Frank conducts many of the courses that are a part of StribU which is an internal set of University courses for their employees. The courses he runs include: Creative Problem Solving, Strategic Planning, Leadership Development, Presentation Skills and Advanced Communication Skills.

In addition Frank Facilitates: Front line Creative Problem Solving and Bottom Line Innovation sessions. Executive Development work in Strategic Planning, Long Range Thinking and Leadership Skills.

Sports Illustrated

Private Consultant to/

January 2002 - February 2018 (16 years 2 months)

Greater New York City Area

In 2002, Frank worked with Mark Ford and his leadership team to develop an "Idea Factory" that has led to continuous growth of the brand across many different platforms. One key platform under continuous innovation has been the Sports Illustrated Swimsuit Issue. In 2002 the SI Swimsuit Issue reached 4.5 million readers. Today, it has a reach of 70 million consumers across multiple platforms. Online it has 159 million page views and 121 million video views. Through constant innovation it has become a \$1 Billion Dollar enterprise.

The SI Swimsuit issue is only one area of successful innovation. "Big Idea" sessions have resulted in new franchise products such as Sports Kid of the Year, SI at the Majors, Tailgate Nation and the SI Swimsuit Daily. He also conducts sessions to develop fresh ideas to take to major clients.

At Sports Illustrated Frank facilitates many sessions such as: Executive Level Strategic Planning, Brand Innovation, 1:1 Leadership Skills Development and Executive Presentations, Consulting on Big Ideas for Bottom Line Growth and Ideas for Major Clients.

Golf Magazine

Private Consultant to/

January 2002 - February 2018 (16 years 2 months)

Greater New York City Area

Over the years Frank has become a key member of the leadership team at Golf Magazine. His "Big Idea" sessions have led to many new product innovations for the brand. They include: the purchase of the Golf.com website, the See-Try-Buy Program, My Pro To Go direct to consumer product, Golf eMagazine and a VIP Consumer Club. They are always working on new experiential programs for both advertisers and consumers.

At Golf Frank also facilitates: Consulting on Bottom Line Innovation and Big Ideas, Annual Strategic Plans, Executive Long Range Strategic Planning, Leadership Skills Development, and Improving Sales Presentations.

Time Inc

Management Consultant to/

January 1998 - January 2018 (20 years 1 month)

Frank has worked with many of the different executives of the magazine divisions of Time Inc. over the years. He has developed a depth and breadth of understanding in the advertising industry. He continually works with executive teams to develop new long range strategies in this rapidly changing environment. He works with sales and marketing to develop new platforms to reach key consumers and meet advertisers growing needs.

Yahoo!

Management Consultant to/

January 2011 - April 2014 (3 years 4 months)

Private Consulting on Consultative Selling Skills, Bottom Line Innovation, Executive Level Strategic Planning and Leadership Skills Development. Executive leader development.

Mediaspace Solutions

Private Consultant to/

January 2013 - January 2014 (1 year 1 month)

Executive Team Development, Restructure, and Long-term Strategic Plans

Time4 Media / Popular Science / This Old House / Marine Group / Field & Stream / Outdoor Life

Management Consultant to/

January 2002 - January 2006 (4 years 1 month)

Conducted Creative Selling, Strategic Planning, Leadership Development, and Presentation Skills Training

Mountain Sports Media / Bonnier Corp.

Management Consultant to/

2002 - 2006 (4 years)

Consulting on Organizational Development, Strategic Planning, Creative Problem Solving within Mountain Sports and the Snow Industry.

Proctor & Gamble

Management Consultant to/

January 1994 - January 2000 (6 years 1 month)

Facilitated Innovation Development with an internal R&D resource group known as the "Power Rascals". This group drove innovation within the research group. Frank worked with this group at an international level in Japan and throughout Europe. Frank lead idea groups in Big Idea sessions for patent

development. Facilitated the creation a unique patent blocking process which fused researchers with patent attorneys in ideation and patent application approval sessions.

Perrier Group of America

Management Consultant to/

January 1990 - January 1998 (8 years 1 month)

Stamford, Ct

Frank worked with Human Resources and Organizational Development groups and designed internal training in Creative Problem Solving. He also did consulting on Organizational Development Efforts, Strategic Planning, Leadership and Innovation within the bottled water industry.

Hill's Pet Nutrition

Business Consultant to/

February 1993 - March 1996 (3 years 2 months)

Topeka, Kansas

Leadership Development, Creative Problem Solving, and Strategic planning with the Science Diet group. Focused on innovation and driving support throughout the veterinarian marketplace.

Frito Lay

Process Innovation

March 1983 - March 1990 (7 years 1 month)

Focused on driving bottom line innovation throughout manufacturing. Frito Lay successfully tracked a total of 500 million in bottom line savings through the implementation of a process improvement program based on Creative Problem Solving. The solutions drove innovation throughout the 36 manufacturing plants in the USA.

Education

University of Florida

Bachelor of Science (BS), Agricultural Engineering · (1980 - 1983)

Abraham Baldwin Agricultural College

Associate of Arts and Sciences (A.A.S.), Business Administration, Management and Operations · (1978 - 1980)