

Ted Santos



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Over the past 19 years, Ted Santos has developed a reputation for stabilizing companies experiencing rapid uncontrollable growth or that were under-performing and striving to increase valuation. Through his experience in leadership and CEO and Board development, cultural change initiatives, international development, direct sales, and sales training, he has had an enormous and rapid impact on organizations going through transition.

Since 2005, Mr. Santos has served as CEO of Turnaround Investment Partners (TIP), where he has built a team of turnaround and growth management consultants. With clients, Mr. Santos partners with CEOs and serves as a trusted advisor to companies challenged by growth. In addition, he coaches executives to uncover and penetrate untapped markets, shift corporate culture and align staff and management to the corporate vision.

An example of Mr. Santos' work is he increased market share and created productivity efficiencies for Rennert Bilingual a translation company which had been experiencing four years of declining revenues. In his first nine months, he implemented strategies that increased revenues by 63% and margins by 15%. Within 2 years, he developed new services that positioned the company as an international cultural consulting firm. Another example, by developing an incumbent manager into a CEO, Mr. Santos turned around a company that operated with negative cash flow and no active president or CEO and built a leadership team where there was none.

While working as a consultant for an executive coaching firm, Mr. Santos advised clients through a very powerful methodology for leading organizations and changing corporate culture. There he coached executives of Fortune 500's, as well as entrepreneurs.

As an entrepreneur, he founded a cultural consulting firm that helped corporations develop marketing campaigns to penetrate non-English speaking communities in the US and abroad. After 3 years of operation, he successfully sold the firm for 2 ½ times earnings.

Mr. Santos spent 2 ½ years doing research with government and business leaders in Latin America. There he developed relationships with government officials as well as business and community leaders. In Mexico, he served as a liaison where he secured opportunities for an US based event management company that generated \$1.2 million in one week for the city of Acapulco.

Mr. Santos formerly served on the Board of A Caring Hand, a non-profit organization. He was instrumental in raising vital funds. He is also formerly served as the Co-Chair for the sales and marketing segment of NYSIA (New York Software Industry Association).

Mr. Santos attended Howard University as a marketing major and speaks fluent Spanish and is proficient in Portuguese. He completed Boardology 400 conducted by Boardroom Bound on the art and science of corporate board governance.

After the loss of his parents, Mr. Santos raised his youngest sister. He continues to practice the discipline of a high performing athlete by training to compete in track and field events – 200-meter race.