



WILLIAM A. ATKINS

Growth | Digital Transformation | Franchise Enablement Executive

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🌐 Project Portfolio: <https://signal-and-systems.pages.dev> (Signal & Systems Engineering, LLC)

📍 Jacksonville, FL

SUMMARY

Growth-focused executive with progressive leadership experience across marketing, operations, technology, franchise support, CRM architecture, sales enablement, and digital transformation. Advanced from Logistics Manager to Vice President of Marketing at SaniGLAZE International by building scalable systems that support franchise growth, improve organizational performance, and strengthen revenue operations across a North American franchise network. Currently responsible for corporate marketing strategy supporting more than 40 independently operated franchise businesses across 76 territories throughout the United States and Canada.

EXPERIENCE

SaniGLAZE International

Jacksonville, FL

Vice President of Marketing

January 2023 – Present

- Lead corporate marketing, franchise enablement, technology initiatives, revenue operations, and digital transformation for a North American commercial services franchise organization.
- Provide strategic support to franchise members, sales representatives, national account managers, operations personnel, and executive leadership.
- Maintain corporate websites, hosted content, digital assets, HubSpot CRM/CMS systems, automation, reporting, and lead-management workflows.
- Created sales tools that identify facilities based on size, budget, industry, and opportunity profile through UI-based mapping and market intelligence workflows.
- Built a live media asset library for SaniGLAZE franchise members, centralizing access to photos, videos, sales resources, digital collateral, and branded content.
- Developed a custom privacy compliance auditing program to identify tracking, consent, and regulatory-risk issues across corporate web properties.
- Created digital and printed marketing assets including brochures, trade show materials, conference t-shirts, sales tools, presentations, and branded collateral.

Sales & Marketing Manager

October 2021 – January 2023

- Directed sales and marketing initiatives supporting franchise growth, corporate lead generation, CRM adoption, and revenue support.
- Developed marketing campaigns, sales tools, educational resources, and business-development support systems for franchise operators and corporate objectives.
- Improved coordination between corporate marketing, franchise owners, sales representatives, and operations personnel.

Logistics Manager

August 2017 – October 2021

- Managed HAZMAT logistics, transportation compliance, inventory systems, operational reporting, and safety processes.
- Led compliance training and developed operational reporting systems supporting safer, more efficient materials handling and transportation workflows.
- Built the operational foundation that later informed CRM, process, training, and technology systems at the executive level.

KEY ACHIEVEMENTS

🏢 Franchise Network Scale

Support marketing, technology, and franchise enablement initiatives across 40+ independently operated franchise organizations and 76 territories throughout North America.

💰 Revenue Operations

Support franchise sales and corporate business-development systems associated with 1,247 opportunities created since 2023, 293 closed-won opportunities, and \$2M+ in annual closed-won opportunities.

📁 CRM Architecture

Direct HubSpot CRM and revenue operations infrastructure supporting 22,628+ historical records, 4,231 active lead records, 3,000+ commercial opportunities, and 3,414 verified commercial contacts.

📱 Mobile App Launch

Built and launched a franchise mobile application for iOS and Android supporting 40+ active users with training, communications, operational resources, and marketing support tools.

💡 AI Adoption

Led AI adoption initiatives including workflow automation, reporting systems, privacy/compliance auditing, content operations, Answer Engine Optimization (AEO), and business intelligence support.

EDUCATION

Bachelor of Business Administration (BBA)

University of North Florida

Focus: Supply Chain Management, Marketing, Business Writing, Management Information Systems (MIS).

EXECUTIVE IMPACT

40+	Franchise organizations supported
76	North American territories
22,628+	Historical CRM records
4,231	Active lead records analyzed
3,414	Verified commercial contacts
3,000+	Commercial opportunities
1,247	Opportunities created since 2023
293	Closed-won opportunities since 2023
\$2M+	Annual closed-won opportunities supported
14,148	Sales activities supported
13,714	Prospect contact attempts
2	SDRs managed

SKILLS

Franchise Enablement · Revenue Operations · HubSpot CRM
Architecture · Digital Transformation · AI Strategy · AEO · Sales Enablement · Lead Generation · Marketing Automation · Business Intelligence · Product Development · Content Operations · Conference Leadership · Website Operations

PUBLIC-SAFETY COMMUNICATIONS

Volunteer Emergency Services Operator Communication Specialist (ESF-2)
Duval County, Florida

FCC Licensed Amateur (HAM) Radio Operator
Callsign: KR4JSQ

FEMA ICS Certifications
ICS 100/200/700/800 Certified

EXPERIENCE (continued)

Signal & Systems Engineering, LLC signal-and-systems.pages.dev
Creator & Engineer

- Creator and engineer behind Signal & Systems Engineering, LLC and its public project portfolio, documenting systems built in the field and in the business.
- Engineered Responder ID Scanner, an offline, privacy-first Windows application for the Panasonic Toughbook CF-33 that decodes PDF417/AAMVA identification data. Built in Python with Tkinter, tested with pytest, and packaged with PyInstaller, with no network services, telemetry, or automatic storage of personal information.
- Developing an AI-powered outbound sales platform with Codex to automate and improve prospecting, documented publicly as a portfolio project.
- Designed and documented a Whelen CanTrol Gen 3-controlled emergency lighting, siren, and 12V electrical upfit on a 2017 Ford F-150.

JZ Expedited Logistics (GlobalTranz) 2011 – 2014
Third-Party Logistics Agent

- Coordinated freight logistics, negotiated carrier agreements, supported customer relationships, and developed experience in operations, logistics, and business development.

Noble Investment Group 2008 – 2009
Corporate IT Support

- Supported enterprise technology systems, troubleshooting, hardware/software deployment, user administration, and corporate IT workflows.

SELECTED EXECUTIVE ACHIEVEMENTS

- Managed and mentored two SDRs while supporting outreach programs generating 14,148 sales activities and 13,714 prospect engagement efforts across healthcare, education, government, hospitality, and commercial facility markets.
- Designed proprietary sales intelligence tools, interactive trade-show mapping, a live media asset library, and a website privacy compliance auditing platform for corporate and franchise use.
- Produced 10-15 training videos, 4-5 podcast episodes, and presented at 5-6 franchise conferences while coordinating event technology, PowerPoints, printed media, apparel, and brand assets.

SIGNATURE LEADERSHIP THEMES

 Digital Transformation Mobile app, AI workflows, privacy compliance tool, sales intelligence maps, digital asset library, AEO.	 Revenue Operations HubSpot CRM architecture, lead quality validation, sales enablement, SDR leadership, prospect engagement systems.	 Franchise Enablement Training videos, podcasts, conferences, franchise communications, printed/digital collateral, brand systems.
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CAREER PROGRESSION

