

Kody Bateman CVO

In January of 2018, I took on a new title as CVO, which stands for Chief Visionary Officer. I did this for a couple of reasons:

1. I have a mission and a message that is conveyed through speaking, training, blogging and authoring books. Being announced, always as CEO of SendOutCards, made it challenging to be positioned as a thought leader in the areas of personal development and relationship marketing.
2. The Title of CVO is more conducive to who I am, what my passions are and what my best contributions are to furthering our movement.
3. SendOutCards is a technology company backed by a Network Marketing plan. The CEO position needs to be hands on and passionate about managing technology development and the daily operation that supports it.
4. A mentor of mine, Dr. Ivan Misner, Founder of BNI, recently went through a similar transition. For similar reasons, he moved his title from CEO of BNI, to CVO of BNI. He has experienced great success with this branding shift. He has also coached me on making this move.

Since doing this, I have conducted over 60 Relationship Marketing Weekly shows, written the book: *The Power of Human Connection*, which has sold close to 25,000 copies and started a new Relationship Marketing Podcast. I have also gone on an exploratory trip to Thailand where I attended the International BNI Conference. I have also implemented new programs and continue to explore future expansion possibilities for SendOutCards. All of these activities fall appropriately under the CVO title. While doing these things, I also served as CEO where I was over seeing company needs and objectives and supervising the ITS and Marketing Departments.

On Monday December 31st, 2018, I conducted a company wide conference call. On this call I spelled out some directives the company would be focusing on.

Our mission:

To help people act on their promptings

To provide a tool for people to create genuine relationships

To provide a vehicle for financial success

Our Strategy:

Leverage the latest technologies to deliver the best relationship systems in the world.

“Leapfrog” our technology to maintain our mission leadership.

Focus on global expansion.

Our Tactics:

Develop and deliver the best technologies and packages to help people act on their promptings.

Deliver over the top customer service and support.

Provide informative and inspirational training in both online and live events.

Deliver tools and social proof to referral partners to assist them in building their own independent businesses.

Provide global expansion opportunities that will help us all to bring the human race together.

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Plan of Action:

To allow me to fill my CVO position and to deliver all of the directives as outlined, we have elected to do the same thing my mentor, Ivan Misner did with BNI.

Effective immediately, I am hiring a new CEO to run the technology and oversee all daily operational and executive needs of the company. This position will report directly to me as the Founder, Chairman and CVO of SendOutCards.

This is not a simple position to fill.

I have actually been exploring the possibility with this individual for the past 2 years.

SendOutCards needs someone with the highest level of executive experience, expertise and network of contacts to help grow our business 10-15x and beyond.

SendOutCards needs someone that will support our mission and my leadership without a personal agenda.

SendOutCards needs this person to also have the heart of SendOutCards, to be a true product of the product and to establish instant rapport with our staff, referral partners and customers.

I am excited to announce that we have found that person. He has served in several executive positions and has been a strong user and crusader of SendOutCards for the past 5 years. He is well liked and respected by people in our community as well as the business marketplace.

Gregg Bryars holds a Bachelor of Business Administration and a Minor in Marketing and has served in Corporate America over the last few decades in Senior and Executive Management roles including Senior Vice President of Sales and Marketing, Senior Vice President of Operations, Chief Operating Officer and President of Bryars Business Solutions.

Most recently, Gregg managed operations for a National Healthcare Services organization. He played an integral role in growing that company from approximately \$200M annually to approximately a \$1.5B in a 10-year period. This company was built on a technology platform and employs more than 3,000 customer service representatives and approximately 4,000 associates in total.

Gregg focuses on more than metrics and P&Ls. His passions include helping organizations increase their market share through organic growth, improving efficiencies and profitability, and building strong leadership teams through personal development and mentorship. Additionally, Gregg serves on the Southeast Regional Board of Advisors for the National Kidney Foundation (NKF) and served as the NKF Chairman for the Leadership Committee for his last company. Under his leadership, several records were exceeded for the NKF in terms of funds raised.

Lastly, Gregg is a Servant Leader and mentor. He considers his most important role to be improving the professional and personal lives of his team members. He and his wife, Melanie, have been married for 18 years. They have 3 dogs, 2 horses and enjoy traveling and scuba diving the world together.

Please help me welcome Gregg Bryars as the new CEO of SendOutCards.