


“I am a proud generalist who can lead specialists, I live and breathe your vision.”

JAYME HONG

 mail2jayme@gmail.com

 949 929 0905

 [LinkedIn Profile](#)

Dear Hiring Officer,

You may have noticed that I don't have MBA and I only had some college education. My dream was to become a rock star. But I turned that passion into being an artistic innovator in the business world. Just like producing music, I love creating and fine-tuning new projects and then orchestrating the team to make them into a masterpiece. Rock stars don't study, they do. My credentials are my game-changing creativity and artistic approach to leading people.

In the spirit of full disclosure, I find it difficult to put together a resume because it only highlights my successes. I'm equally proud of my failures. My failures were filled with incredible lessons and made me who I am today. These lessons also enabled me to motivate people not just to perform but excel. Over the years, my crew learned by example and my coaching inspired them to become better people and better managers. Their feedback has been more precious to me than any monetary compensation.

I've revolutionized every company I've worked for, resulting in better branding and significantly increased profits. I helped transform IDOC from a low-end dental lab into an industry leader whose technology has been featured in top trade publications. When I started at IDOC, their monthly revenues were at \$80K. Revenues are currently at \$400K/month, which became legendary talks in dental lab industry. I brought in high-end accounts, government contracts, and built close relationships with dental schools and prestigious institutions such as the Cleveland Clinic.

In summary, I have an unusual ability to successfully create something from almost nothing, so I will be an excellent fit for a startup or similar cultured company. I was raised by my father who was a reputable entrepreneur and an inventor in JeonBook community in S. Korea, so I've been gifted in setting up a new system, making a better workflow, and it's natural to me to see which way is better to make more profit.

I'm energized by change and challenges, and I'm motivated by my desire to constantly improve. I hope to better understand your stories, and your values, to see how I can add value to your organization. I look forward to our meeting.

With Respect,

Jayme Hong




2019

**A PEOPLE FIRST LEADER,
A NATURAL- BORN ENTREPRENEUR
WITH GAME- CHANGING
CREATIVITY**

A compassionate, hands-on entrepreneur with the creativity and the ability to turn opportunities into success stories. An innovation expert with 13 years of managerial, sales and marketing experience in the dental lab industry. A forward-thinking leader with a track record of increasing revenue, launching new product lines, and revolutionizing company culture. An industry pioneer who has been profiled in Inside Dental Technology (IDT) and Lab Management Today (LMT). A leader who turns failures into a learning experience and empowers people to achieve and excel.

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**Business Development | Marketing | Operations
Public Speaking | Branding | Team Building
StartUps | Event Planning | Business Strategy
Customer Relations**

2012 to March 2018

**IDOC DENTAL LAB INC. | Orange, CA
CEO (AKA CHIEF RAINMAKER)**

Established the company's current vision, culture, branding, and built solid operations.

- Boosted profits and improved quality and production flow by partnering with other dental labs
- Increased company value and seized the opportunity to innovate by technical collaboration with Mitsui Chemicals Inc., a Digital Denture Pioneer in the US market
- Renewed contract with Harvard School of Dental Medicine, instituted new partnerships with Tufts University, the University of Washington, University of the Pacific, UCLA, Cleveland Clinic, and Hospital of UPENN
- Launched successful GALAXY, GENESIS, and komplett product lines, increased implant sales by 30%
- Implemented efficient and streamlined operations, achieved coveted status of Certified Dental Lab (CDL), a distinction of only 2% in the US
- Won a rare government contract to provide dental products for veterans (Contract No. VA262-17-D-0069)

2006 to 2012

**IDOC DENTAL LAB INC. | Orange, CA
SALES & MARKETING MANAGER**

Laid the foundation to transform a low-end company into an industry leader

- Generated 100+ new accounts in less than a year
- Grew strategic client relationships and managed major accounts
- Increased monthly sales by \$100K
- Created a strategic partnership with high-end clientele, and elevated the brand value
- Forged a strategic partnership with Harvard School of Dental Medicine (one of only two designated labs in the US)
- Guest speaker for Harvard dental students for four consecutive years
- Awarded Certificate of Gratitude for Outstanding Service and Dedication from Harvard

Before IDOC

**D&Y INC. | Los Angeles, CA
MARKETING DIRECTOR**

Elevated the brand's recognition by selling the Dōp clothing line to Nordstrom, Urban Outfitters, Forever 21, Loehmann's, and BCBG, for the first time in company's history

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