



The Heart
of a Woman

SAMPLE WORKS

<http://www.theheartofawomancopywriting.com>

fromtheheartofawoman@gmail.com

2037 Piedmont Drive, Lewisville, Texas 75067

214.995.4192

Executive Newspaper Bio



Jeff Haddock is Owner and CEO of one of Interstate Batteries' largest and most successful distributorships – IBS of Charlotte-Metro in Charlotte, North Carolina. At the tender age of 14, Haddock began his journey to success with a handshake. He met Chairman of the Board, Norm Miller of Interstate Batteries at a Christian camp in Tyler, Texas. It was Jeff's handshake that gave Norm the premonition that he would succeed professionally.

Haddock joined Interstate on June 2, 1980 in a hot warehouse in Dallas, Texas. There, he learned the *nuts and bolts* of the business flanked by numerous mentors that God placed in his path along the way. Coupled with learnings from the school of hard knocks, each relationship molded Jeff in leadership capabilities. "I learned early in my professional career that it takes being a great follower to become a great leader," Haddock professes. His stint as a warehouse man enabled him to eventually become a hot-shot driver, and then a Route Sales Manager.

Mentored by Norm Miller, Haddock began to apply the principles of success that godly men and women taught him through example. He soon discovered that Biblical principles work in every area of life regardless of a person's faith. Haddock began to apply Interstate's corporate mission statement "to treat others as they would want to be treated" both in his life and in his leadership opportunities. Jeff understood early on that it is one thing to have a mission statement; but quite another to live it. As a young adult, he laid the foundation of Biblical principles in his life and slowly established an integrity by which he has lived.

Within a few years, Haddock became Sales Manager over the Marine Division and moved to the corporate office where he traveled the country building the Outrageously Dependable brand. He was honored to acquire the prestigious position of being one of Interstate's first Regional Managers. Lauded as the highest ranking Regional Managers in regional sales for a record-breaking ten years, Jeff moved on to Senior Regional Manager and finally achieved a Director position over 220 independent distributorships. It wasn't long before he became Vice President of Distributor Development and was responsible for an \$8.7M budget presiding over \$1.2B in sales.

Growth was very important to Jeff as he built a continuing education program through various sources. He participated in leadership programs through Zig Ziglar, sales seminars, SMU Cox's School of Business, Dale Carnegie's Power of Positive Thinking, and Cultural R.O.I. Jeff adopted a basic principle of leadership by becoming a voracious reader of leadership management resources and began applying the values he learned from books like *The One Minute Manager*, *Good to Great*, *Who Moved the Cheese*, and many more.

Throughout his 30-year career at Interstate, Haddock built a tenure that taught him virtually every aspect of the battery business. He learned to become a problem-solver in a complex industry resulting in zero lawsuits. One of his greatest leadership achievements was to navigate his team through significant management and industry changes. Partnering with team members who contributed to his growth, Jeff found the most difficult aspect of leadership was terminating those who were in breach of contract or had underperformed. Recognizing his need to move forward, on June 2, 2010, Jeff had the opportunity to start again in the Interstate system only this time as an independent business owner.

Haddock purchased IBS Charlotte-Metro and took the distributorship from a shallow \$6M in sales to an unprecedented \$14M in just seven short years. Haddock has marshalled the same resources he learned as a warehouseman in the early years of his career to build one of Interstate's top-producing partnerships. IBS of Charlotte-Metro now employs 18 hard-working men and women; and Jeff continues to seek to enrich people's lives through his business. He experiences very little turn over and builds life-long relationships within the community.

When asked what he attributes to his success, Haddock is quick to say, "My whole mission has been to give back what others have given me. It is very gratifying to watch how God changes our lives through business."