

JEAN-PATRICK R. KAYSER

6642 Halls Hill Pike, Murfreesboro, Tennessee 37130

(615) 962-3655 patrick.kayser@comcast.net

PROFESSIONAL SUMMARY:

A diverse résumé highlighting a comprehensive skill developed in both the business and academic research fields. In both genres, I evaluated opportunities; analyzed the market and history; developed an operational plan and budget; obtained funding through sponsorships, grants and donations; established protocols; implemented strategies; and evaluated the results.

SKILLS:

- Operation management
- Business development
- Fund-raising
- Planning and organization
- Marketing and promotions
- Public relations
- Microsoft Office Suite
- Reporting
- Facility management

PROFESSIONAL BUSINESS EXPERIENCES:

Peak Equine Productions, LLC. CEO and president 2012-present.

Event Development, Planning, Promotion and Management:

- Directed all phases of promotion, marketing, contracting scheduling, customer service, facility liaison, arena preparation and managing labor force.
- Developed comprehensive event plan including initial market analysis; generated promotional materials including print and electronic advertising, social media, and press releases; summary of event activities.
- Managed all on-site production logistics including pre-event set up, allocation of resources, scheduling events, customer relations, and facility negotiations.
- Responsible for organizing successful fund raising campaigns and acquisition of sponsorships
- Personnel management including contracting, employee relations, scheduling, and development
- Events and activities include
 - Southern Equine Expo, COO/CFO, Murfreesboro, Tennessee 2012-present
 - Developed and disseminated all sponsorship, vendor and informational material
 - Responsible for planning, organizing and management of all on-site production
 - Established all pre-event contracting activities and logistics
 - Developed all promotional material, advertising, social media, and press releases
 - American Quarter Horse Association Shows. 2008-present
 - Directed all phases of budgeting, promotion, marketing, scheduling, customer service, facility layout, arena preparation, managing labor force and client relations.
 - Lucky 7 Classic, Murfreesboro Tennessee 2008-present
 - Virginia Quarter Horse Classic, Lexington Virginia 2014-present
 - Circuit by the River, Harriman Tennessee 2013-present
 - Tri-Star Hunter Classic, Murfreesboro, Tennessee 2014
 - Tennessee Stock Horse Association. Executive Secretary 2009-Fall 2013
 - Responsible for the organizing the ground roots movement in Tennessee to establish the state affiliate of the American Stock Horse Association including producing shows.
 - Responsible for working with horsemen in the state to establish an executive committee, writing the by-laws, establishing shows and promoting the association.

PROFESSIONAL SCIENCE EXPERIENCES:

Clinical Specialist-Equine: Middle Tennessee State University, School of Agribusiness – Agriscience, Murfreesboro, Tennessee. February 2007-July 2012

- Primarily responsible for developing a competitive research program and graduate degree program.
- Developed and implemented the Master of Science in Horse Science through various collaborations with faculty and administration across campus.
- Responsible for securing over \$250,000 in extra-mural funding through internal and external grants, developed and nurtured industry relations, securing sponsorship donations for special programs.
- Expanded position responsibilities to include extensive teaching role that includes developing several event management, science and graduate courses.
- Experienced in protocol development, experimental design, resource procurement, regulatory (IACUC) guidelines, establishing standard operating procedures.
- Primary research interests include proteomics, applied management, reproductive physiology, and economic development.
- Served on several university and industry committees.

Research Physiologist: USDA, ARS, Roman L. Hruska U.S. Meat Animal Research Center, Clay Center, Nebraska. Term appointment 2003-2006

- Worked with the proteomics project with in the USDA.

Research Associate: Growth Lab, Kansas State University, Manhattan, Kansas. Term appointment 2002-2003

- Responsible for conducting and assisting with cell culture experiments at the molecular level.

Research Consultant: Alpharma Inc., Fort Lee, New Jersey. Term appointment 2001-2002

- Independently manage and conduct all bovine, and porcine pre-clinical and clinical research for the Optibreed Semen Quality Analyzer.

Ph.D. Graduate Research Candidate: Kansas State University, Manhattan, Kansas. 1997- 2001

- Training with in-vitro tissue culture, fluorescent microscopy, electron microscopy, flow cytometry, Computer Assisted Semen Analysis, protein purification, radiolabeling, protocol development, experimental design, data collection and presentation.

Equine Education Program Specialist: The University of Georgia, Athens, Georgia. 1990-1993

- Responsible for teaching, recruiting and advising undergraduate students.

EDUCATION:

Ph.D. Kansas State University, Manhattan, Kansas. Animal Science, Reproductive Physiology, 2001
Dissertation Title: *The Effects of the Uterus on Stallion Spermatozoal Maturation*

M.S. Colorado State University, Fort Collins, Colorado. Physiology, Equine Reproductive Physiology, 1991
Thesis Title: *The Effects of Linear Cooling Rates on Motion Characteristics of Stallion Spermatozoa*

B.S. Colorado State University, Fort Collins, Colorado Bio-Agricultural Science; Second Major: Equine Science, 1988

BOARD OF DIRECTOR POSITIONS:

- Tennessee Quarter Horse Association-Regional Representative
- American Stock Horse Association-Executive Committee
- SaddleUp! Therapeutic Riding Center-Advisory Board
- Tennessee 4-H Horse Advisory Board-Advisory Board