

VP OF FINANCE

Executive Profile

Ambitious Chief Executive Officer who creates strategic alliances with organization leaders to effectively align with and support key business initiatives. Builds and retains high performance teams by hiring, developing and motivating skilled professionals.

Skill Highlights

- Small business development
- Project management
- Leadership/communication skills
- Self-motivated
- Product development
- Product line expansion
- Business operations organization
- Business operations organization

Core Accomplishments

- Increased sales by [Number]% by rolling out a revamped social media marketing initiative.
- Increased annual revenue from \$[Amount] to \$[Amount] in just [Number] years.
- Grew business from [Number] employees to [Number] employees in [Number] years.
- Garnered more than [Number] excellent performance reviews and testimonials from clients.

Professional Experience

VP of Finance 01/2014 to Current Company Name City , State

- Direct the accounting, finance and administrative functions of this newly formed hospitality management company currently overseeing 8 hotels.
- Delegate with all aspect of monthly forecasting and budget planning for \$16M in annual revenues Facilitate Tax Credits & other related incentives for new hotel development with mixed-use developers Assist President of the company to build a experienced hospitality executive team to further relationship with exclusive brands such as Hilton, Marriott and Starwood Hotels Establish new relationships with experienced personnel for efficiency, to increase revenue by 20% per hotel Propose feasibility report to alter strategic initiatives to assist newly acquire assets and distressed assets Reduce average payable liability by \$1.2M annually by analyzing exceptions in the procure-to-pay payment process.

Managing Partner 06/2012 to 12/2013 Company Name City , State

- Managed all departments of the newly \$5M built hotel on Lake Texoma.
- Established a business strategy for the ramp up period to optimize revenue to 90% of initial projections.
- Achieved \$1M (76%) in revenue during the first fiscal based on initial projection of a Tier 3 market.
- Hired and trained 15 new employees of day-to-day 24/7 operation and managed payroll to maximize profitability.
- Developed new relationship with local business, chamber of commerce, and city officials to help promote tourism within the area.
- Established strategic rate levels to accommodate different business segments (Corporate, Leisure & Walk-ins) Executed a market plan to create awareness within 30 miles radius to reach casino visitors in nearby city Improved guest satisfaction scores to meet brand standard and achieve 3 star rating with AAA.

VP of Finance / Controller 05/2010 to 10/2012 Company Name City , State

- Direct the accounting, financial planning and analysis, information technology and risk management functions of this \$250M privately-held quick service franchise restaurant enterprise with over 200 stores.
- Utilized financial tools for accounting procedures to understand the business for improvements resulting in new cash management increasing revenue by 27% and reallocation of support resources Eliminated company liability by 65% by using the GAAP freeing up cash flow to invest in infrastructure and brand Implemented a new cloud base technology platform to reduce technology cost by 75% with new vendor partnership Defined the Which Wich business model with ROI and profit maximization to ensure franchisee are setup for success Proposed new strategies and ideas to increase sales that can facilitate extra growth for the company allowing a international expansion plans.

Director of Business Operations 04/2005 to 12/2009 Company Name City , State

- Managed all operational activities of a single hotel location.
- Established a pricing strategy which gave a competitive advantage over other competitors increasing portfolio revenue by 31% over a span of 3 years Decreased operating expenses by 17% through using resources efficiently and eliminating non-resourceful positions in the staff Expanded sales and marketing efforts to reach a greater demand in the market place Reached a 99.7% customer satisfaction rating by providing additional amenities and services through the hotel Achieved a 95% average occupancy annually for 3 consecutive years.

Education

MBA : Project, Engineering & Business Management University of Dallas City , State

Bachelor of Science : Finance, Accounting & Information Management University of Texas at Dallas City , State

Skills

accounting, administrative, budget planning, business strategy, cash flow, cash management, competitive, customer satisfaction, finance, financial, financial planning and analysis, forecasting, information technology, marketing, market, enterprise, payroll, personnel, pricing, profit, quick, risk

management, sales, strategy, strategic, Tax