

# N. John Simmons, Jr.

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## CEO / President

### EXECUTIVE SUMMARY

#### CORE COMPETENCIES

- Strategic Planning/Tactical Execution
- Multi-Functional Collaboration
- Capital & Debt Acquisition/Management
- Market Analysis/Solutions
- Integrating Technology
- Business Operations
- Team Recruitment
- Team Development/Deployment
- M&As/Restructurings/Divestitures
- Performance & Process Improvement

Accomplished Senior Executive with extensive experience leading operations for numerous growth companies across public / private sectors – generating millions of dollars in profitability. Successful at defining and aligning strategies, process improvements, and resources to generate highest ROI with lowest marginal risk. Effective at balancing needs of stakeholders with business goals to achieve full capabilities of the organization.

**Able to lead, inspire, and instill passion in teams to build positive, proactive cultures that deliver results.**

Proven ability to thrive in challenging situations, adapt to rapid market change, and overcome roadblocks to success. Highly ethical and trusted business partner with track record managing complex M&As, restructurings, divestitures, and financing arrangements.

### PROFESSIONAL EXPERIENCE

#### KFORCE

*A professional staffing firm.*

Tampa, FL

#### BOARD DIRECTOR

Recruited to the Board to assume the Audit Committee Chairman role of this public \$1.4 billion tech flex staffing provider.

2014 - Present

#### GROWTH ADVISORS, LLC

*Firm providing advisory services to high-growth private companies.*

Tampa, FL

#### CEO

Assist companies with strategy formulation and tactical plan implementation to accelerate growth, team building, sales processes, digital marketing, technology, operations, and exit planning. Clients range from \$10M to \$200M in revenue and include consumer service, manufacturing, financial services, retail, restaurant, digital marketing, medical, wellness, franchisors, PE-sponsored companies, as well as family offices.

2012 - Present

#### FRONT BURNER BRANDS

*Restaurant concepts franchisor.*

Tampa, FL

#### ADVISORY BOARD

Franchisor of 100+ unit system of Melting Pot restaurants and other concepts.

2017 - Present

#### COLLEGE HUNKS HAULING JUNK

*Consumer service franchisor.*

Tampa, FL

#### ADVISORY BOARD

Franchisor of 100+ unit system of moving and junk disposal services.

2017 - Present

*Continued...*

**BIG FROG APPAREL**

Tampa, FL

*Retail consumer products franchisor.*

**ADVISORY BOARD**

2015 - Present

Franchisor of 100+ unit system of apparel (t-shirt, golf shirt, uniform) retail with on-site, ink-printing capabilities.

**BONDS.COM GROUP**

New York, NY

*Electronic trading platform for fixed income securities.*

**BOARD DIRECTOR**

2012 - 2013

Recruited to the Board and Special Committee of this public and PE-backed company to run a sale process. Sold to the London Stock Exchange in five months.

**LIFESTYLE FAMILY FITNESS**

St. Petersburg, FL

*Top 10 US-based \$100 million, 55-unit fitness club chain with 220,000 members and 3,000 employees.*

**CEO**

2008 - 2012

Selected to oversee day-to-day operations for large fitness club chain providing personal training, group fitness & education, nutrition, and fitness & wellness services. Supervise nine direct reports. Accountable for strategic vision & direction, P&L performance, process improvements, marketing & sales, corporate programs, capital & debt management, membership services, market analysis / solution development, business & technology integrations, and customer / employee relations. Manage merger & acquisition activities, divestures, and restructurings.

- \$100 million in revenue retained by devising and executing “Hope-Driven” wellness program and technology interface for ease of use impacting lives of over 100,000 members.
- \$7.1 million profit increase achieved by establishing retention program via customer service call center, resulting in 21.7% decrease in member attrition in 18 months.
- \$7.7 million representing 11% of total sales secured by establishing new corporate sales program including payroll deduction element to dramatically improve corporate retentions.
- Eliminated \$36 million in future lease obligations at cost of \$6 million for 12 buyouts and obtained \$1.9 million in concessions on 12 other properties by re-negotiating leases to offset effects of recession.
- \$3.5 million in annual cost reductions achieved by reengineering operations and eliminating business functions not directly related to current operating objectives.
- \$1 million in annual cost savings realized by spearheading re-lamping and HVAC initiatives and refinishing exercise equipment across facilities.
- Dramatically improved cost structure, while retaining key personnel by assuming responsibilities of VP-IT Development and VP-IT Operations as Acting CIO over 18-person team serving 56 locations.
- Established social media program and protocols for corporate and 55 fitness clubs covering market presence, promotions, content, monitoring, and responses to negative reviews for 220,000-member community.
- Grew new membership revenues by developing and implementing “Build Your Own Membership” program with pricing starting at \$19.95 versus previous lowest price of \$34.99.
- Boosted new member sales and retention levels by rolling out most popular group-fitness class (Zumba) to all 55 clubs within three months.
- Maintained new member volume despite recessionary period by instituting trade area pricing and promotions as opposed to region-wide uniform pricing.
- Delivered electronic sales presentations to achieve uniform comprehensive, yet tailored, presentation to all retail and corporate prospective members.
- Reduced employee turnover by 23% by utilizing personality profiling (Predictive Index) to target and hire talented, high-performance candidates.
- Enhanced digital marketing efforts through email campaigns, social media communications of events and promotions, SEO and adword campaigns, and mobile apps for club locators and online joining.
- Instituted 360-degree feedback and self-development program for employees, resulting in improved morale.

MEDQUIST (PHILIPS)

Mount Laurel, NJ

*Medical transcription service organization.*

**BOARD DIRECTOR**

2005 - 2007

Served as Audit Committee Chairman and Board Director for this public medical transcription subsidiary.

- Facilitated \$300 million company sale by resolving SEC/DOJ investigation and class action suit, with financial restatement by re-engaging auditors and addressing whistleblower and option-dating investigations.

NEW HOMES REALTY

Clearwater, FL

*Top 10 internet-based national residential real estate sales company with 400 agents in 38 states.*

**PRESIDENT**

2004 - 2006

Led daily operations for internet-based nationwide real estate firm. Accountable for P&L performance, strategic planning & execution, process improvements, IT / HR functions, marketing & sales, and financial management. Led six direct reports.

- 30% business expansion achieved, while reducing turnover from 80% to 60%, through implementation of hiring plan that attracted key sales professionals to drive business growth.
- 5X+ return on investment after only 15 months of taking on failed project by devising and executing preparation plan to position company for acquisition by private equity firm.

PREVIOUS CAREER EXPERIENCE

**Board Director**, public SRI Surgical / **Board Director**, public Technology Research Corporation  
**CFO**, Invision Research Corporation / **President**, Quantum Capital Partners / **VP & Controller**, Eckerd Corporation / **CFO**, Checkers Drive-In Restaurants / **Partner**, KPMG

**EDUCATION & CERTIFICATION**

**Bachelor of Business Administration (BBA) in Accounting**

Loyola University of New Orleans

**NACD (National Association of Corporate Directors) Fellow**, 2018 - Present

**Certified Public Accountant**, State of Florida