

Guy Bell

Wichita, KS • guypiercebelle1@gmail.com • (913) 309-7186 • <https://careerwebfolio.com/guy-bell/>



C-Level Business Strategy Development & Execution

Driving Operational Performance through Intentional Interaction, Metrics, Positive Culture, & Socializing Outcomes

An entrepreneurial **senior operations and strategy executive** with extensive experience in the education industry and the versatility to achieve success in any business sector. Adept at creating deliberate conversations between stakeholders to align goals, allocate resources, and prioritize objectives.

CORE COMPETENCIES

- Multi-Departmental Leadership
- Strategic Business Planning
- Channel Partner Identification
- Data & Market Analysis
- Organizational Restructuring
- KPI Definition / Implementation
- Technology Integration
- Multisite Needs Analysis
- Executive Leadership Development
- Strategic Business Partnerships
- Product & Solution Innovation

Developing insights & applying innovative solutions to improve operational performance

Understanding the direction of an organization and the actions necessary to attain objectives while humanizing performance to develop the foremost qualities in each person. Ability to convey results, learn from outcomes, and respond to the lessons learned. Stimulating innovation and driving change.

PROFESSIONAL EXPERIENCE

G.P. BELL CONSULTING

Wichita, KS

A consulting and speaking business.

SENIOR CONSULTANT / FOUNDER

2017 - Present

Responsible for writing articles and books, consulting with clients, and conducting presentations on leadership, strategic agility, and change management.

- **Improved product-offering diversification** for a client to mollify the downturn in other product segments by guiding and testing a new business solution that proved the concept and launched a new business model.
- **Formulated a business plan**, designed the brand logo and website, and verified market interest to determine the direction of a startup company.
- **Enhanced synergy** between the c-suite leaders and AI solutions by communicating with stakeholders to boost awareness and commit to the solution. In all cases, cost of acquisition declined.

CONCORDE CAREER COLLEGE

Kansas City, KS

An education firm offering healthcare and dental training and teaching across 16 campuses in eight states.

CHIEF EXECUTIVE OFFICER

2015 - 2017

Recruited to transform performance and position the business for sale.

Organizational Performance

- **\$10 million boost in profit** reached by positioning the firm for 6X EBITDA sale by restructuring marketing buys, modifying processes, and conquering leadership roadblocks.
- **150-basis points increase in sales conversations** attained through a new sales process while maintaining high conversion rates for three years.
- **Obtained the lowest acquisition cost and best ROI outcome** of multiple factors during integration of the AI solution into marketing systems.
- **Purchased a learning management system (LMS)** for new online and ground courses to improve outcomes through adaptive individualized learning solutions.
- **17% surge in lead flow** realized by focusing on multichannel attrition in a digital marketing approach.
- **9.7% growth achieved** within three months by restructuring marketing buys and implementing new sales processes.

Leadership Strategies

- **3% uptick in results** for two years with no increase in budget garnered by promoting an IT executive into the senior vice president of marketing and operations and developing reports to measure each part of the sales funnel.
- **Escalated the organizational ability to meet shifting compliance issues** by identifying, recruiting, and hiring a chief compliance officer to assemble a compliance team and concentrate on gaps in regulatory compliance through audits and training.
- **Augmented team effectiveness** by cultivating self-awareness and trust through a digital solution that provided hard data to help staff identify and implement targeted interventions.

EDMC – BROWN MACKIE COLLEGES

Cincinnati, OH

A system of for-profit colleges offering bachelor's degrees, associate degrees, and certifications in education, information technology, health sciences, and legal studies on 26 campuses.

PRESIDENT

2012 - 2014

Led the firm through significant restructuring to stabilize waning business. Aggressively pursued strategies while building a team capable of prompt responses and actions.

- **\$20 million in cost savings** and 12% uptick in sales performance generated by reorganizing the leadership program as well as upgrading financial performance reports and expectations.
- **Championed positive cultural alignment and engagement** enterprise-wide through regularly scheduled calls, onsite conversations, and recognition of individual and team contributions.
- **Optimized digital content for 22,000 users on iPads** by integrating technical solutions to enrich experience, access, and learning through an alliance with publishers to migrate from printed books to digital content.
- **Enhanced market brand value** by piloting a new business model in conjunction with mayors, industry, and non-profits that focused on a promising work-ready program to engage the community meeting the educational needs of an underserved population.
- **50% reduction in products to prevent losses** and accelerate focus reaped by devising three operations models across 26 markets to align brands.

CAREER QUEST

Lansing, MI

A for-profit provider of career education in healthcare, technology, business, childcare, and legal studies.

CHIEF EXECUTIVE OFFICER

2009 - 2012

Purchased the company; expanded the firm 65% year-over-year.

- **63% investment growth fostered** in year one by adding two new locations through negotiation of leases and facility buildouts to meet the needs of the local customer base.
- **Executed a successful three-year growth strategy** by collaborating with an equity firm to identify, vet, and purchase a single-site career education school.
- **9% of overall revenues garnered** by forging a close-knit, mutually beneficial relationship with the Michigan Works organization through ongoing communication, collaboration, and problem resolution.

KAPLAN HIGHER EDUCATION

Chicago, IL

A for-profit college serving 30,000 online and onsite students at campuses across the U.S.

GROUP VICE PRESIDENT

2007 - 2009

Hired to transform a failing division and turnaround performance and compliance issues. Executed a new business model.

- **100% of hiring mandate met** through the design and formation of interview strategies to hire a team to operate the new online business model in three markets.
- **Transformed a 19-campus higher education group** that struggled with compliance by creating accurate comprehensive reports and action plans.
- **Amplified retention of key employees** by identifying and assembling a high-potential team.
- **17% same-store record-breaking growth** nurtured by optimizing performance of all resources.

HEALD COLLEGE

San Francisco, CA

A regionally accredited not-for-profit IT, business, healthcare, and legal studies college.

EXECUTIVE VICE PRESIDENT

2005 - 2007

Revitalized the business and sold at a profit. Engaged staff in crafting solutions to turnaround operations.

- **Transformed a multimillion-dollar loss into a profit** and exit within 18 months by steering on-the-fly marketing changes impacting messaging, reallocation of buys, and redesign of creative materials.
- **50% growth reaped with two new revenue streams** by leveraging academic leadership in articulation of agreements for the state school system while instilling a degree program.

EDUCATION

Bachelor of Arts in Business, Antioch University Seattle

