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CHIEF EXECUTIVE OFFICER

Organizational & Transformational Leader Optimizing Profitability & Bolstering Operations

Chief Executive Officer - with a background as an association leader developing insightful strategies around sales, marketing, finance, customers, and board of director relations in multiple sectors. Proficient in propelling revenues, reducing expenses, and most importantly, producing strong marketing, branding, and restructuring plans to strengthen organizations. Stewarded leadership teams through challenging times. Expertise with all aspects of business operations, community and board relations, cross-functional collaboration, and business development.

CORE COMPETENCIES

- Project Management
- Strategic Planning
- Sales & Marketing
- Operational Leadership
- Business Development
- Standards and Compliance
- Organizational Restructures
- Association Management
- Financial Management

PROFESSIONAL EXPERIENCE

PIKES PEAK ASSOCIATION OF REALTORS | Colorado Springs, CO

2017 – Present

A nonprofit professional trade association with 3,800 members, 22 employees, and revenues of \$5 million.

Chief Executive Officer

Lead five direct reports and 22 staff members to oversee strategic planning, policy setting, procedure, compliance, and daily operations including financial management, IT, customer service, human resources, communications, professional standards, education, events, and facility management.

Financial Management

- \$2.5 million in reserves allocated for operations, capital expenditures, and as a return to members, \$200,000 in deposit refunds, and \$15,000 in lost rental income identified by developing new board reporting for a deeper understanding of operations, key performance indicators, financials, and goal achievement.
- \$100,000 saved annually and 100% boost in operations productivity realized by restructuring the organization to streamline operations for efficiencies through job redesign and cross training.
- \$30,000 in annual savings fostered on benefits while maintaining 100% payment of employee insurance premium and employee match on 401K and decreasing annual salary, wage, and benefit increases 50% by installing cost controls on compensation and benefits through a restructure and re-development of the compensation and bonus policy.
- 200% proliferation in annual investment income produced by detecting lost income potential from investments.

Strategic Planning

- \$50,000 in earned media secured, social media engagement strengthened 200%, an email open rate average spike of 40%, and a 50% uptick in traffic to the website achieved by updating the logo, creating a brand standard, raising community awareness, and aligning communications and marketing to the refreshed brand.
- \$30,000+ in annual community funds raised, contributions to political action committee escalated, and 100% of business plan goals obtained by implementing a new strategic plan with clearly identified goals around governance, advocacy, public policy, community relations, fiscal management, and communications.
- \$600 in prospective yearly savings forecast by integrating new products for Multiple Listing Service (MLS) customers.

COLORADO ASSOCIATION OF REALTORS | Englewood, CO

2013 – 2017

A state association representing 24,000 real estate professional members and supporting 34 local associations.

Vice President

Managed eight employees and coordinated more than 100 volunteers. Administered a budget of \$3.5 million. Involved in the staff leadership team with the CEO, general counsel, and the VP of government affairs.

- \$80,000 in salary and work duplication jettisoned by restructuring to one vice president heading two divisions.
- \$30,000 in revenue generated by establishing the strategic planning service to assist local associations in complying with national association core standards requirements.
- \$5,000 invested in training by designing the first annual training programs for the board of directors and professional standards program volunteers.

- Facilitated the development of 19 strategic plans for local associations to meet the national association's core standards requirements by traveling the state to sell the strategies.
- 200% upturn in earned media, web traffic, and views on market statistics up 30% accomplished by introducing a digital campaign to consumers about using a Realtor and collaborating to change messaging.

VAIL BOARD OF REALTORS | Edwards, CO**2012 – 2013**

A local nonprofit association and for-profit entity for a multiple listing service supporting 600 real estate professionals.

Chief Executive Officer

Oversaw organizational accountability, facilitated ambitious organizational goals, and delivered informative status reports to the board of directors. Enhanced operations and budget management. Guided rebranding efforts and elevated the association's reputation as key player in the community through print / radio PR campaigns.

Business Development

- \$100,000 investment in new technology enabled by shrewder utilization and allocation of funds to lower tax implications, payoff a loan, and cultivate operating and capital reserves.
- 25% hike in non-dues revenue recorded by starting new affiliate programs and sponsorship opportunities.
- Developed previously nonexistent bylaws and established a new board of directors in the for-profit, separately held multiple listing service while instituting new election procedures for seating the board of directors.
- 20% decline in compensation and benefit costs as well as an organization restructure and HR policy and procedure audit garnered to ensure compliance with the law.

Organizational and Transformational Leadership

- 150% rise in fundraising generated by executing new fundraising mechanisms, restructuring the organization's charitable foundation, hosting golf tournaments, and orchestrating fundraising drives at large membership events.
- 90% fall in accounts receivable captured by honing the reporting to pinpoint issues and errors in applying and enforcing the proper policies.
- 20% surge in income noted by creating / updating licensing and management agreements between the association and MLS to lower tax consequences, appropriately allocate expenses, and streamline accounting processes.

VAIL RESORTS DEVELOPMENT COMPANY | Avon, CO**2009 – 2012**

The development division of Vail Resorts, a publicly traded recreation company responsible for residential real estate projects and on-mountain buildings and attractions.

Sales & Marketing Manager

Hired to market and sell club memberships. Promoted to head the marketing campaign development / execution for eight private clubs with membership packages ranging between \$35,000 and \$275,000. Supervised a sales assistant and controlled a \$250,000 annual budget. Originated new offerings and value-added services.

- \$1.7 million in total sales posted for the Signature Clubs division through new sales and marketing plans.
- 70% opt-in rate secured for Arrabelle Club for Ritz Carlton Residences purchases.
- 53% revenue growth produced by developing new plans to sell new and resale memberships, launching a marketing campaign, and creating new offerings to include payment plans and unique membership programs.

SLIFER SMITH & FRAMPTON REAL ESTATE | Avon, CO**2003 – 2009**

The largest real estate firm in Vail Valley with ten brokers, 25 support staff, 20 offices, and \$1.5 billion in annual sales.

Marketing Coordinator, Public Relations Manager, & Assistant Broker Associate

Performed a critical role in building a new website and branding standards. Produced successful PR campaigns. Established internal incentive programs to drive performance. Managed budgets of \$300,000.

- Supported a top producing broker generating \$30+ million in sales and a new development project worth \$20 million.

EDUCATION & PROFESSIONAL DEVELOPMENT

Master of Science in Management, Colorado State University, Global Campus

Bachelor of Science in Food Science, University of Wisconsin-Madison

Certified Strategic Planner | Certified Professional Standards Administrator

Ninja Selling | Human Resources Seminar

American Society of Associations Executives, Member
Honorary Commander – United States Air Force Academy

