

## Chief Executive Officer

**Sales & Revenue Growth • Data-Driven Decision Making • Business Strategy • Leadership Development**

*Achieve full business potential through highly effective business strategies and management structures*

Result-oriented Chief Executive Officer with proven track record of driving profitable business growth across both local and international markets. Adept at translating organizational vision into actionable initiatives.

**Servant leader dedicated to creating high-performance environment and developing new generation of leaders**

Demonstrate high level of determination and work ethic with unwavering commitment to cultivating strong, long-term relationships. Exceptional supervisory, problem-solving, team building, and communication skills.

### **CORE COMPETENCIES**

- Financial Management
- Strategy Development
- Cross-Functional Leadership
- Customer-First Culture
- International Supply Chain Management
- Production Process Improvement
- Multi-Site Management

### PROFESSIONAL EXPERIENCE

#### **A.F. Lorts Company, Inc.**

*Family-owned domestic furniture manufacturer with total of 300 employees and \$28 million in revenue.*

#### **Goodyear, AZ**

#### **Chief Executive Officer | 2004-2022**

Oversaw all company functions and operations.

- **\$18 million revenue growth** earned through targeted expansion of product line and controlled growth into additional territories worldwide while promoting differentiation of organization's customization abilities.
- **500% boost in sales and production** gained by operating six different full- and part-time sites.
- **Spearheaded effort to build hospitality distribution business that totaled 60% of revenues in 2022** by hiring industry executive with 20 years of experience.
- **Tripled repeat business and increased average yearly volume per customer five-fold** through development of positive company culture centered around first-class customer experience.
- **40% production increase** earned by creating hybrid import/domestic production model.
- **Increased production capacity 84% and achieved solid balance sheet** by purchasing large facility that supported company growth.
- **20% reduction in finishing costs and 3-4% overall gross profit increase** realized through creation of efficient, state-of-the-art wood finishing room.
- **Accomplished diverse means of production** by developing mutually beneficial relationships with factories across Mexico, Philippines, and China.

#### **Chief Marketing Officer | 1999-2003**

Managed group of six independent sales representatives. Oversaw website development, product catalog production, and national ad campaigns. Tracked sales orders for production forecasting. Supervised customer service staff.

- **300% sales growth** accomplished by managing product development for dozens of SKUs introduced to product line every six months.
- **Expanded sales territory from 40% to 90% coverage** through international territory visits.
- **\$3 million annual revenue increase** earned by coordinating international trade show events six times per year.

- **Boosted gross profit from 26% to 33%** through initiation of innovative pricing strategies.
- **Raised net profit by 15%** by producing accurate forecasting models for budgeting purposes.
- **Rebranded company to yield consistent marketing messaging**, including logos, catalogs, and website.

### *Additional Career Experience*

#### **Chief Financial Officer | A.F. Lorts Company, Inc.**

**Goodyear, AZ**

Hand selected to manage company's finances as it entered next stage of growth.

- **20% reduction in maintenance expenses, 20% improvement in throughput, and 15% decrease in order processing time** achieved through team building and collaboration.
- **Reduced Days Sales Outstanding (DSO) from 75 to 40 days, improved inventory turns from eight per year to two, and significantly improved company's cash flow** to support operations and meet obligations.
- **Lowered accounting closing period from 25 to five days** through creation of cycle counting inventory system that reduced purchasing paperwork flow and digitized monthly journal entries.
- **Improved retention and revenue generated per customer** by revising customer service process to increase staff accountability.

## **EDUCATION**

**Bachelor of Science**  
*in Business Administration and Management*  
Northern Arizona University