

MICHAEL CHAD GIBSON

Business Acumen • Executive Leadership • Operational Excellence • Market Expansion

COO / DIVISION SENIOR VICE PRESIDENT

An Entrepreneurially Gifted, Collegial, Senior Executive with a notable record of establishing multiple startups in widely differing businesses; created product lines, formed vendor relations, devised operational procedures, trained staff, developed and deployed marketing and sales programs, managed daily operations, and frequently fulfilled functional responsibilities. Continually conquered minimal investment and troubled markets to stand up profitable entities.

Generating Substantial ROI in Consequential Situations

Knowledgeable, experienced, and proficient in all aspects of growing a commercial enterprise. Skilled in raising operational standards and driving employee performance to heightened levels. An insightful recruiter, effective trainer and coach, and valued mentor able to build teams that deliver beyond expectation. Creative, resourceful, and diligent when resolving confounding issues. Able to communicate with impact and effect at all organizational levels. The person turned to when difficult problems need solving.

CORE COMPETENCIES

- Finance Administration
- Relationships / Partnerships
- Communications / Motivation
- Strategic Planning / Tactical Ingenuity
- Marketing / Sales
- Risk Management
- Multi-site Supervision
- Negotiations / Closing
- Product Development
- Project Design & Control
- Critical Thinking / Innovation
- Business-Process Improvement

PROFESSIONAL EXPERIENCE

Rapid Viral Detection Systems LLC | Orlando, FL 2022 - Present
Private medical device company offering a patented formulation to help avoid and defeat major pandemics.

Director of Operations

Manage the organization's daily operations overseeing manufacturing, purchasing, and sales through a staff of ten and an expense budget of \$3 million.

- **\$250,000 increase in net profit produced** by introducing a program that reduced the amount of warehouse space used 80% and helped cut spoilage 75%.
- **\$150,000 (20% of budget) in operating costs saved** and a 12 percentage-point boost in quality measurement delivered by installing and overseeing activation of replacement departmental procedures.

Strategic Solutions Management LLC | Orlando, FL 2019 - Present
Advisory firm providing strategies, tactics, and feedback to improve organizations' efficiency and effectiveness.

Senior Executive Consultant

Supply strategic guidance to senior-level executives concerning operational planning, process efficiency, capital planning, competitive standing, employee engagement, and customer satisfaction. Direct five people and manage a \$500,000 budget.

- **\$400,000 overhead expense avoided** by personally conducting the market research and data accumulation needed for a five-year plan and then composing the document.
- **Revitalized morale** by improving inter-level communication through instituting a town-hall forum that encouraged employees to present ideas and express opinions and ensuring all recommendations received proper acceptance and respect.

Care Better Daily LLC | Orlando, FL 2019 - Present
Startup selling a line of high-quality CBD products for people and pets produced from organically grown hemp.

Chief Operating Officer

Guide vision and strategic direction in partnership with the CEO and supervise operations, HR, finance, and marketing functions administering \$1 million in annual spending and guiding four direct reports.

- **\$400,000 accounting error reversed** and gained senior management's commitment to require stringent adherence to GAAP principles by closely analyzing and revising existing procedures.
- **\$50,000 marketing costs avoided** by personally directing development of a new website and software.

Michaela Bohemia LLC | Orlando, FL 2019 - Present
Online retailer of European skincare and beauty esthetics products.

Chief Operating Officer

Responsible for direction setting, leadership, and management governance that assures the business of adequate people, effective operational controls, and efficient administrative and reporting procedures.

- **10% progress** in manufacturing and sales productivity attained by streamlining functional routines.
- **Led branding and marketing-launch planning** of the initial product line and blueprinted the website.

Blackwood Holdings Group LLC | Orlando, FL 2014 - Present
A multinational venture-capital firm that sponsors management buyouts of privately owned businesses and subsidiaries or divisions of public companies with revenues between \$5 and \$50 million.

Principal

Develop and oversee client and business relationships, manage the daily operations of a 15-person staff, and formulate the \$50 million firm's strategic vision and mission.

- **20% of the company's annual sales generated** by identifying and engineering completion of acquisition and divestiture projects ranging from \$5 to \$10 million.
- **Alleviated the need for an accounting department** and a vice president of HR by assuming responsibility for both functions.

EDUCATION / LICENSURE / CERTIFICATION / PROFESSIONAL SERVICE

Master of Business Administration in Entrepreneurship, Florida State University
Bachelor of Science in Finance & Management with Economics minor, Florida State University
 Florida Real Estate License • Florida 2-20 Insurance License
 Georgia Water Conservation
 Author, twice in *Journal of Management History* • Adjunct College Professor

Microsoft Proficient, QuickBooks, Adobe