

## SENIOR EDUCATION EXECUTIVE

Focus: Regional Vice President of Operations

**Combine natural talent for selecting, developing, and motivating staff with business acumen and consistent record of generating sustainable bottom-line results:**

Within months of assuming current position, reduced costs and bad debt related to attrition, reduced student attrition, boosted revenues through new starts and increased student sign-up, promoted institution's brand, created new programs, reshaped, trained, and motivated organization, skyrocketed student net promoter score, and spearheaded housing program.

Additional experience includes living/working in Mexico, Latin America, and the Caribbean, directing operations across multiple locations (also across the U.S.). Bilingual: English/Spanish.

## EXECUTIVE PERFORMANCE

**Coleman University • San Diego, CA • 3/2010 to Present**

*\$40 million educational institute providing technical education for the motorcycle and marine technical industries.*

**PRESIDENT**

**Achieved organic revenue growth through brand extension, introduction of new products and services, and field and campus rep efficiencies.**

P&L responsibility for \$40 million in gross revenues and \$5 million net earnings. Oversee 120 employees and 7 directors. Charged with revenue and earnings growth, customer satisfaction, brand equity, student population growth, student graduation and placement rates, and federal and corporate compliance (CCI).

**Achievements within 7 months upon assuming position:**

- **16% YOY and 12% QOQ Revenue Growth through tuition increase and:**
  - Salvaging inherited in-house admissions reps initiative by adding up to 27 reps but also adding instructors and equipment to handle doubling of student load per instructor. Additional results: 25% increase in student satisfaction score.
  - **12% Attrition Reduction** from 6% to 5.28% by teaming up with career services department for marketing campaign “It Pays to Stay” and by hiring and training new Director of Education.
- **88% FY2010 Placement Rate** – On pace to be #1 in the organization for FY2011.
- **Received awards for Q1-2011 for best bad debt and for best cash collection** (companywide). **Slashed bad debt 25%** (related to attrition) to 1.2% net sales by hiring loan specialist and designing student awareness campaign.
- **Restructured Education Department by Program Type** – Reassigned department heads and delivered greater management control, increased decision-making, and reduced overall department cost by 6.4%:
  - Appointed 1 educational coordinator per specialty and added accountability for budgets, student satisfaction, attrition, and instructor staffing.

**National Technical Institute (NTI) • Denver, CO • 2008 to 2010**

*Educational provider with 10+ U.S. campuses offering technical education for students seeking careers as professional automotive, diesel, collision repair, motorcycle, and marine technicians. \$300 million in revenues and 16,000+ students.*

**CAMPUS PRESIDENT**

**Unwavering organizational focus and commitment on profitability, cost leadership, and customer satisfaction.**

P&L responsibility for \$50 million organization; \$5 million dollars in EBIT, 8 direct reports, 120 total employees, 1600 students, and 280,000 sq ft state of the art automotive, industrial, and diesel facility. Develop, retain, and recruit top

... Continued

operational talent and instructional team. In charge of retention, accreditation, operations, local and graduate employment, as well as key metrics relative to student and employee satisfaction, financial aid, and enroll-to-show conversion.

- **Starts & Placements** – Increased YOY starts by 123% from 2008–2009, and 67% from 2009–2010 and achieved top five ranking among 11 campuses in graduate placement with 80% placement rate.
- **Profitability** – Achieved campus profitability within 1.5 year in 3Q2010...first time in 5 years.
- **Employment Program** – Launched education and employment cooperative program with top employers in New England metropolitan area. **Increased student retention to 97%, forged industry relationships, and increased graduate placement by 6% to 80%.**

**Lennox Investment Ltd. ▪ San Diego, CA ▪ 2006 to 2008**

*Holding company focused on land and property development as well as small business acquisitions.*

**INTERIM OPERATING OFFICER****Hired as key member of executive team to turn organization around to profitability.**

Held P&L responsibility for \$10 million organization; developed strategic business plan and operating budget.

- **Return to Profitability** – Turned company around from flat earnings growth, soaring operating costs, and lack of goal-setting to achieve goal of 15% ROIC on existing and new acquisitions by providing clear direction for entire organization with regard to objectives and developing new business model focused on company's strengths.

**AT&T Security ▪ San Diego, CA ▪ 2003 to 2005**

*Subsidiary of AT&T with \$21+ billion in 2007 revenues.*

**GENERAL MANAGER, SOUTH CALIFORNIA & MEXICO****Recruited to combat flat revenue growth, deteriorating market share, poor sales rep productivity, installation backlog, high customer discontinuance rate, declining customer base, and low employee morale.**

Managed P&L and annual budget for \$35 million organization. Met budget, sales, and cost targets.

- **Revenue & Earnings Growth Increase** - Delivered \$15 million increase in annual gross revenues (from \$20 million to \$35 million) – 26% increase in revenue per employee and 22% increase in sales rep productivity.

**A.B. Massa Paper Corporation ▪ Darien, CT ▪ 1998 to 2003**

*Global leader in paper and packaging product manufacturing and distribution with \$21.8+ billion in 2007 revenues.*

**COUNTRY MANAGER, JAMAICA AND THE CARIBBEAN BASIN**

(Promoted from Business Development Manager within 3 months)

**Challenged to turn Jamaican territory around facing declining customer demand, hostile union work force, \$2.1 million in internal fraud, large, entrenched competitors, and excess manufacturing capacity.**

Offered job based out of Miami but elected to move to Jamaica to maximize effectiveness of turnaround efforts.

- **Turnaround of Jamaica Territory** – Took territory from \$38 million to \$60 million in gross revenues within 2 years, from highest-to-lowest-cost manufacturer achieving world-class manufacturing status as only company division through continuous improvement program, and from hostile to fully engaged work force.

**Additional Experience: Calvin Klein, New York, NY – General Manager, Central America (1993 to 1996); Kraft Foods, Fair Lawn, NJ – Plant Manager (1990 to 1993)**

**EDUCATION**

**MBA in Finance** – 1998, MIT GRADUATE PROGRAM, Cambridge, MA

**MS in Applied Management & Industry** – 1991, DEVRY UNIVERSITY, Sacramento, CA

**BS in Industrial Engineering** – 1988, CALIFORNIA COLLEGE, San Diego, CA