

XXXX.XXXXXXX...PROFITABILITY & MARKET EXPANSION THROUGH EXEMPLARY LEADERSHIP AND VISION

CITY/STATE | PHONE | EMAIL | LINKEDIN URL

Highly accomplished results-driven homebuilding operations leader who has led many of the industries "top performing" sales and marketing teams over the past 9 years across four major Florida cities. Proven track record of keen business acumen including managing an annual budget of \$2M+, increasing staff growth from 15 - 40+, overseeing 400+ sales/closing per year, assisting with closing growth by 92% (FY16) and increasing profitability by 117% (year over year) as well as driving and supporting \$500M in annual revenue. Delivers strategic recruitment, training, motivation, and management of employees and upper management with a stellar background of overseeing large portfolios in a high-volume home builder environment. **Demonstrated leadership success includes...**Multiple award winner at XXXXXXXX Woods Homes for the division & State of Florida from the Home Builders Association & Parade of Homes and a XXXXXXXX Homes Top Gun Elect, XXXXXXXX Wingman, New Employee Biggest Impact, & multiple Sales Person of the Month awards.

Competencies that Drive Strong Business Outcomes

- Real Estate, New Homes, Homebuilding
- Operations, Developing & Execution
- Corporate Leadership & Partnerships
- Staff Management, Training & Mentorship
- New Market & Business Development
- Increased Revenue, Regional Sales Growth
- Policy, Practices, Contract Laws & Regulations
- Sales Presentations, Realtors, Prospects
- Financials: Budgets, Review & Approval
- Customer Satisfaction, QA Programs
- Multiple Brands Oversight & Launch
- Marketing Program Development
- Multi-Team Meetings & Reports
- Product Plans, Value Engineering (VE)
- Process, Procedures, Implementation
- Recruitment, Hiring, Onboarding

A Career of Delivering Increased Profits and Shareholder Value

Xxxx xxxxxx Homes, Sales & Marketing, Operations, Orlando, FL

2007 – Current

Accountable for the all-encompassing 'Sales & Marketing' operations across in the Orlando, Tampa, Sarasota & Naples, Florida area. Successfully leads team efforts resulting in turning multiple low-performing neighborhoods/communities into top producers. Manage an annual budget of \$2M+.

Executive Leadership/New Business Development

- **Company Expansion**—Opened 8 new communities in 3 markets (over a 6-month period) in 2015; grew the Tampa division from 35 units per to year to 250+ units/annually. An integral part of opening three state-of-the-art design centers in Florida (over three years).
- **Division/Brand Expansion**—Tapped into a high potential revenue/profit generator by opening a new key market in Sarasota (2013) and introduced the highest end-product in the country with the launch of the Naples brand (2015); currently involved with a launch-in-progress of new business unit/brand in Central Florida (Starlight Homes).
- **Meetings & Logistics**—Conducts weekly sales meeting and submits sales reports to National VP of Sales; supervises logistics of construction starts and builder inventory programs (400 starts annually).

Team Leadership/Staff Development

- **Department Growth**—Grew the sales and marketing department from 15 to 40 high performers.
- **Human Resources & Employee Development (Coaching & Motivation)**—Conducts the recruitment, onboarding, and training of department staff, delivers training and mentorship to top talent who received honorary awards from the Homebuilder Associations; minimized employee turnover (three staff received promotions to national positions).

Internal/External Relationships & Customer Experience

- **Strategic Partnerships**—Collaborates with realtors and brokers within the Florida markets; key contributor to the 'design charrette process' working alongside the in-house architects and designer to create new floor plans.
- **Top-Notch Customer Service**—10 out of 20 sales produced in Ashlin Park during the 1st month of 2015 were repeat buyers. Efforts achieved recognition as 'Most Trusted Builder' in the country for two consecutive years.

xxxxxxx Homes, Sales Manager, Sales Counselor, Dallas/Ft. Worth Division **2004 - 2007**
Responsible for delivering a strong selling presentation while being accountable for leading the full-cycle sales efforts for the Dallas region (Plano, Frisco, McKinney, Rockwall & Denton). JD Powers acknowledgment as #1 (four consecutive years) during tenure. 10 direct reports.

- Managed 200+ units/closing annually; sold entry level, move-up and active adult communities
- Served as Division Lead—Finance Task Force team for Dallas/Ft. Worth.

xxxxx Business Solutions, Segment Marketing Manager & Product Manager, Dallas/Ft. Worth **2000 – 2004**
As Segment Expert, supported the growth and retention of accounts within the Financial Services and Insurance segments; realized \$500M/annual revenue and \$390M+/annual revenue managing all voice products for Spring’s Indirect Channel. Recognized as ‘Sprint’s New Employee Biggest Impact’ recipient in 2000.

- **Sales Accounts Team Collaboration**—Acquired new customers and implemented upsell strategies.
- **Company Representative**—Industry tradeshows/events and national level media relations.
- **Marketing Campaign Development**—Innovatively designed and launched industry-targeted marketing strategies to optimize performance programs across the entire Financial Services vertical segment.

xxxxx, Management Training Program, Dallas/Ft. Worth Division **1998 – 2000**
Held multiple roles during the three 6-month rotations program including: 1) New Business Development; assisted with proposals for high potential customers. 2) Project/Account Manager for new platinum (\$1M+) customers. 3) Developing ISO 9000 processes and procedures for the D/FW Regional Logistic Center (240Ksq. ft. warehouse). MIT program emphasis was on new product development, project management & quality control.

Educational Background

Bachelor of Business Administration (BBA), Finance & Marketing, Texas Christian University, M.J. Neeley School of Business, 1999

Master of Business Administration (MBA), University of Florida - Warrington College of Business, 2003

Division & State of Florida Awards - XXXXXXXXX Woods Homes

Tampa Division

Awards of Excellence, Best Design Studio, Best Website, Tampa Bay Builders Association, (TBBA), 2013

Parade of Homes, Best Overall Floor Plan, Amhurst Model, Palm Cove, Tampa Bay Builders Association, (TBBA), 2006

“Best Home on the Block”, Amhurst (Palm Cove), Florida Concrete & Products Assoc., Inc., 2006

Orlando Division

Parade of Homes, 1st Place - Best Floorplan Attached Product (\$300K - \$399K category), Torino Model, Fountain Parke, Home Builders Association of Metro Orlando; Best Floorplan Single Family Home (\$800K+ category), Jefferson Model, Laureate Park, Home Builders Association of Metro Orlando; Best Floorplan Attached Product (\$200K - \$249K category), Venice Model, Fountain Parke, Home Builders Association of Metro Orlando, 1st Place, Best Community Layout for a Townhome Community, Wickham Park, Home Builders Association of Metro Orlando, **2010 - 2013**

The Nationals, Silver Award, Architectural Design. Hopkins Model, Laureate Park at Lake Nona, **2012**

Major Achievement Awards, Best Interior Design, Best Logo – Production Homebuilder, XXXXXXXXX Woods Homes, Bridgeport Model, Home Builders Association of Metro Orlando, **2010**

The State of Florida

U.S. Environmental Protection Agency (EPA), XXXXXXXXX Woods Homes, 2012 ENERGY STAR Leadership in Housing Award;

Partners in Education, Orange County Public Schools, XXXXXXXXX Woods Homes, Outstanding Partners in Education, **2012**