

SENIOR OPERATIONS AND GROWTH EXECUTIVE

Leadership • Operational Efficiency • Strategic Growth • Business Development

Building scalable, revenue-generating businesses by identifying untapped opportunities for profitability & expansion.

Exceptional leader and passionate executive with 20 years' of operations and financial experience who has launched and operated multiple profitable business ventures. Possess essential insight into business operations while surging revenue at numerous startups and established companies. Known for propelling businesses to new levels by streamlining operations, increasing efficiency with technology, and boosting profitability. Adept at leading FP&A functions through strategic financial analysis and providing actionable insights to guide executive decision making. A keen ability to nurture collaborative cultures that enable employees to acquire essential skills critical to organizational success. Poised to advise company leadership on resolving operational and tactical expansion challenges.

- **STRATEGIC GROWTH:** Drove successful sale of 2 profitable businesses by turning around sales, scaling operations, and boosting profitability, increasing production, and establishing lucrative partnerships to maximize revenue.
- **BUSINESS ADVISORY:** Developed exceptional foundation to coach company leaders on identifying and resolving challenges when seeking to strategically expand operations, boost revenue, and improve team synergy.
- **TRANSFORMATIONAL LEADERSHIP:** Actively identified and capitalized on employee strengths to spur productivity and professional growth; consistently establish positive environments that result in almost zero voluntary turnover.

SCALING & GROWTH INITIATIVES • STRATEGIC PLANNING • OPERATIONS • BUSINESS DEVELOPMENT • MARKETING • FINANCE & ACCOUNTING
FINANCIAL PLANNING & ANALYTICS • DATA-DRIVEN DECISION MAKING • IT UPGRADES • CHANGE MANAGEMENT • PROCESS OPTIMIZATION •
VERTICAL MARKET INTEGRATION • ESTABLISHING KEY PARTNERSHIPS • EFFICIENCY INCREASES • MENTORSHIP

EXECUTIVE CAREER HISTORY & KEY ACHIEVEMENTS

BLACKFIRE SIGNS & GRAPHICS – FOUNDER & OWNER • Atlanta, GA

2019–2023

Full-service signage manufacturing company specializing in promotional, wayfinding, and architectural signage and branding.

Founded company and successfully drove growth throughout global pandemic. Directed company operations: finance, HR, sales, purchasing, production, vendors, client development. Spearheaded successful exit strategy after sale of business.

Achieved exemplary sales growth, spurred significant increase in profit margins, and secured successful sale of business.

- **Negotiated sale and managed transition to new owner with no loss in personnel or revenue.**
- **Created software technology to streamline processes, drive efficiency, and spur growth:** Created proprietary project management and production scheduling applications to dovetail with enterprise management software.
- **Identified opportunities for increased revenue and profitability growth** in highly competitive industry during global pandemic; directly resulted in company thriving and expanding as others faced adversity and closures.
- **Boosted average project size (in revenue) by over 1200%** from Year 1 to Year 3
- **Expanded customer base to include 60%** of customers in Year 3 as repeat, dedicated customers, including notable multinational corporations: The Home Depot, Legoland, UPS, Costco, BrandsMart, Jamba Juice & TopGolf.
- **Established strategic, profitable industry partnerships** to expand product offering and further drive exponential growth.
- **Implemented tactical SEO marketing strategy** resulting in page 1 organic SEO rating and removal of expensive advertising.
- **Advised leadership / staff on strengths and areas for growth** to maximize advancement, overall productivity, and career satisfaction.

TECNOSEDIA – OWNER & OPERATOR • Atlanta, GA

2007–2018

Custom upholstery & window treatments manufacturer fabricating luxury furnishings exclusively for Commercial & Interior Design Trade.

Negotiated purchase of stagnant company and overhauled operations to achieve increased revenue, profit, and customer growth. Subsequently sold dynamic business to a competitor for profit.

Increased sales from \$700K to \$3.5M (<400%) to drive profitability despite economic turbulence.

- **Reduced lead times from 12 to 4 weeks and improved profit margins from 7% to 20%** by implementing robust cost control measures, operational efficiencies and enhancing product quality.
- **Consistently achieved profitability** through strategic decision making, financial analysis, and continual risk assessment.
- **Identified novel and previously unidentified vertical market** that became 35% of revenue and surged profitability.
- **Acquired and launched additional complimentary businesses, products, and services** to enhance profitability, grow market share, and insulate primary business from market swings and seasonal trends.
- **Established collaborative culture** and nurtured cohesive team environment that consistently delivered results.

SELECT PRIOR PROFESSIONAL EXPERIENCE

ERNST & YOUNG – CPA/SENIOR ACCOUNTANT • Atlanta, GA

Conducted operational audits and financial compliance assessments for entrepreneurial businesses, ensuring regulatory adherence and financial integrity. Provided consultative financial and strategic analysis to support executive decision-making and strategic initiatives with actionable insights.

Conducted in-depth financial modeling and strategic analysis to support executive decision-making for entrepreneurial businesses at Ernst & Young.

TRUSTNET – BUSINESS ADVISOR & CONSULTANCY • Atlanta, GA

Ensured system integrity related to IT security, system controls & vulnerability; provided compliance assessments, solutions, services.

MT. PARNASUS PICTURES – PRODUCTION MANAGER & ACCOUNTANT • Los Angeles, CA

Implemented and operated comprehensive accounting system and analysis.

ADDITIONAL BUSINESS LEADERSHIP & OWNERSHIP SUCCESS

QUIRKY SPORTS GEAR: Founded, owned, and operated print-on-demand online retail sales company, utilizing website and Shopify for sales and marketing; outsourced vendors for production and distribution.

URBAN HIVE: ONLINE/ECOMMERCE AMAZON FBA: Owned and operated Amazon FBA business designing, developing, and sourcing high-end home accessories under private label brand.

VALUE ADD (2007-CURRENT): SECURITY ADVISOR AND IMPLEMENTOR FOR LOCAL INSTITUTIONS

Strategically increase security and safety profiles for local houses of worship and schools. Provide target hardening, remediation, and security solutions after identifying areas of weakness in security systems, procedures, infrastructures, and human resources.

Provided exemplary consultative guidance to optimize safety and security protocol for institutions across Metro Atlanta.

SECURITY ORGANIZATION LAUNCH: Founded & chaired security committee / volunteers at local synagogue. Organized and trained volunteer security team. Recognized by Israeli Consulate & Jewish Federation as local model for optimal institutional security in Atlanta.

LEADERSHIP: Assessed security needs / risk and participated on security committees at Atlanta Jewish Academy, Ohr HaTorah of Toco Hills Synagogue, Beth Jacob Synagogue.

FUNDRAISING: Evaluated and assessed security needs, secured \$200K+ in federal grants as well as \$50k+ in private funds, oversaw implementation and use of funds for security enhancements and target hardening.

SECURITY ENHANCEMENTS: Provided security & safety training for volunteer security team & congregation. Interviewed / hired professional security contractors and police officers for community events and times of high attendance, scheduled security shifts. Led comprehensive evacuation drills for 450+ people encompassing full response from local emergency responders.

COMMUNITY PARTNERSHIPS: Established relationship with DeKalb County Police Department; wrote and implemented Standard Operating Procedures (SOPs), scheduled weekly personnel; served as active member of Community Security Service (CSS).

EDUCATION, CERTIFICATIONS & TRAINING

Master of Business Administration (MBA), Computer Information Systems – Georgia State University
Master of Professional Accounting (MPA), Information Systems Specialization – Georgia State University
Certified Public Accountant (CPA)
Bachelor of Arts (BA)– Emory University
Residential & Commercial Real Estate License in Georgia

Microsoft Excel - Advanced proficiency, including financial modeling and data analysis.

Experienced with enterprise management systems and FP&A software solutions to drive data-driven decision-making.

INVOLVEMENT

Atlanta Jewish Academy, Board Member

Co-chaired board committee tasked with overseeing the building and grounds feasibility study for merger between Greenfield Hebrew Academy and Yeshiva High School.

American Society of Interior Design (ASID), Board Member – Director of Professional Development

Young Israel of Toco Hills, Security Committee Chairman (7 years)

Of Note: Firearm & Tactical Response Trainer, Advanced rank in multiple martial arts disciplines. Advanced SCUBA. Voice Over Artist, Screen Actors Guild member.