

Chad Tomlinson

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Chief Operating Officer / Operations Consultant

Multitalented executive with 10+ years expertise in start-up, turn-around and rapid growth situations in small to large corporations, across broad range of industries such as healthcare, hospitality and consumer products/services. Proven adept at resolving long-standing problems, driving bottom line profitability, increasing sales, minimizing costs and boosting productivity. A quick study with exceptional analytical, communication, team building and relationship managerial skills; known for unconventional leadership, sales ability and business acumen. Passion for people development—with the right team in place a company can experience extraordinary growth.

Global Sales, Marketing & Operations Leadership

Leader/Staff Training & Team Development

Supplier Relations & Negotiations

Loss & Risk Prevention & Mitigation

Strategic Planning & Execution

Operational Process Improvement

Mergers, Acquisitions & Franchises

Concept & Product Innovation

P&L Management

Regulatory Compliance

Contract Negotiations

Key Account Management

Professional Experience

PHARMEZ MEDICAL, LLC, Orlando, FL

2013–Present

Chief Operating Officer

Completed consultancy assignment focused on sales growth and operating cost reduction; assumed COO role of faltering retail and mail order specialty pharmacy. Conducted comprehensive analysis of financials and observed operational processes to identify opportunities.

- Honored with *2015 Economic Achievement Award-Orlando*.
- Completed turnaround from (\$750K+) to projected \$10M+ per year by EOY 2015 in less than two years.
- Optimized workflow and decreased end-to-end order fulfillment from 45 minutes to 7.4 minutes by restructuring workflows, eliminating non-value added activities; implementing customer service and billing training.
- Reduced product costs by 72% by aligning company with large buying groups to gain purchasing leverage within CMS and Medicare regulatory compliance.
- Rebranded company, administered design of slogan and marketing materials used to relaunch company and reshape consumer and physician conceptions.
- Created and implemented proprietary, PCI and HIPAA compliant reporting systems and emails by partnering with industry recognized vendors; utilized to minimize redundant internal procedures and further optimize efficiency.
- Elevated regulatory/legal compliance of organization dramatically; inspected by and passed Medicare audit, noted for impeccable records and received underpayment refund from agency.
- Directed expansion throughout Florida; into Georgia, South Carolina and New York; addition of direct sales force in markets to drive growth initiative.
- Envisioned, developed and marketed post-surgical, tailored “multi-product bundled kits” now available in 20 configurations used by ~400 MDs in four states; each kit is comprised of several products commonly prescribed by physicians; delivered conveniently and cost-effectively to patients and intended to improve patient adherence to treatment plans. Brokered deals with manufacturers to minimize cost of goods by 43-58%.
- Positioned company for a 4.5x bottom-line buyout.

TOMLINSON INVESTMENTS, LLC, Orlando, FL

2008–2013

Chief Operating Officer/Consultant COO

Provided guidance to operations of 5-6 entities in \$10M+ portfolio with interests in hospitality, land acquisition and development, consumer product subscription service, two direct sales organizations (1 global & 1 US-based) and a pharmacy. Extensively involved in enterprises detailed; served as advisor to others.

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Professional Experience

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TOMLINSON INVESTMENTS, LLC, **Chief Operating Officer/Consultant COO**, *continued*

Conceived of and launched start-up of healthy, eco-friendly, quick-service restaurant concept, Green Day Café. Led strategic market research and planning, site selection and build-out; menu design, pricing, etc. Hired, trained and supervised staff of 12 in two establishments; managed financials, business development, marketing and operations.

- Became first privately owned restaurant to win *Compost Award*; only privately held restaurant to date to earn all 6 nationally recognized “green” certifications.
- Earned numerous accolades and unpaid press since opening, such as *Orlando Magazine’s Best of Orlando, Must Try Restaurant, and Recommended Eating*, as well as recognition from *AOL City’s Best, Trip Advisor, Orlando Business Journal* and *Florida Real Estate Journal*.
- Turned profit reliably within 180 days of concept launch; grew sales 24% in second year as a result of marketing and public relations; averaged steady growth of 7%+ each year since; maintained consistent labor, food and overhead ratios within industry ranges.
- Developed franchising structure, agreements, training programs; gained licensure in 29 high-potential states; initiated discussions with a franchisee now in process.
- Improved bottom line and decreased expenses 4% by negotiating more favorable terms for product procurement with vendors.
- Recruited and retained tenured workforce with average of 3.5 years employment; virtually unheard of in quick service industry through commitment to training, development and creation of empowered workforce culture.
- Established extremely effective cash management systems and controls that resulted in loss of only \$58 since inception.

Spearheaded introduction of Soapbox Club, a subscription based service serving lower 48 U.S. Established agreements with suppliers and third-party fulfillment center; crafted and deployed social media intensive advertising campaign.

- Averaged 40-42% growth each month and built to a very profitable, low-churn business model.

YUM! BRANDS, Orlando, FL

2006-2008

Market Training Manager

Began as Management Trainee; rapidly advanced to Store Manager; then General Manager of 19 employee, \$1.5M multi-branded store. Promoted to Market/Training Manager; oversaw leader and staff training for 5 area stores with 100+ employees in Training Store.

- Orchestrated professional education and development of 8-10 General Managers per year in training store; ensured thorough knowledge and mastery of corporate systems and processes.
- Improved efficiency by instituting standards more rigorous than company SOPs; developed and implemented market training and checklists.
- Supported organization during high-growth period; opened several new Orlando area stores; contributed to \$4M in additional sales in 9 months.
- Delivered 26% sales increase YOY (Q1-3 '07 vs. '06), the highest growth in the District, through emphasis on the fundamentals—customer satisfaction and store cleanliness.
- Attained #3 of 5K+ stores in Nation for total scorecard performance—exceeded or met standards for store cleanliness, maintenance, hospitality, accuracy, product quality and speed of service the entire year, 2007; sustained adherence to standards for one of the longest consecutive time-period in company history to date; consistently showed improvement each month.
- Recipient of *Golden Bell*, a top sales award in 2007 and 2008; 15 additional regional awards for innovation and efficiency.
- Saved in excess of \$10K per month in waste disposal and property maintenance expenses; simultaneously elevated service quality by sourcing, vetting and negotiating terms with local vendors to optimize profitability.
- Surpassed budgeted margin goals by 2% or more consistently; scrutinized P&L for opportunities.
- Achieved low employee turnover ~50% less than industry and corporate average by investing in staff and leader development; crafting and executing individualized short and long-term development goals.

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Professional Experience

Page Three

VIAVIENTE, Orlando, FL

2003-2006

Sales, Operations & Training Consultant

Recruited, trained and led an international direct sales force of ~20K independent sales professionals geographically dispersed throughout North America and Southeast Asia to market an anti-oxidant rich, whole-food nutrition beverage product.

- Grew sales to \$1M+ per year in consumer-to-consumer sales model; recognized as youngest, top-grossing leader from amongst 300 elite organizational leaders worldwide; highlighted as Via Profile of Success.
- Added hundreds of new consumers and sales professionals each month; earned accolades and won global contest for *Top Sales Growth* for four consecutive years.
- Chosen as featured guest speaker at worldwide conference with ~1K attendees; shared business-building best practices.
- Designed and deployed international corporate training, including train-the-trainer and sales professional webinars, instructional and sales aids leveraged throughout organization.
- Built website, hosted live events and subscription services; replicated tools and messages in Spanish and Chinese.
- Earned *ViaViente Global Vision Award* for exemplifying company's mission and vision; demonstrating collaboration by aiding peers to attain success.

COMPLETE RESTORATION SERVICES, Orlando, Tallahassee & Tampa, FL

1999-2003

Vice President of Sales & Operations/Consultant

Initially retained as consultant to optimize operational efficiency; directly hired as VP of Sales & Operations for commercial emergency restoration and cleaning service organization for businesses and medical facilities through ~35 employees in three locations. Oversaw accounting, sales, marketing and operations. Ensured compliance with HIPAA, OSHA and ASE (Association for Surgical Education) regulations in clean room/surgical environments.

- Increased overall sales 66%+ through leadership of sales, marketing and business development initiatives to propel revenues to \$1M+.
- Elevated brand, service and product quality by sourcing new suppliers and ecofriendly products in advance of market adoption, instituting higher employee recruiting standards and implementing logoed "white glove" touches, such as staff photo identification and branded products.
- Minimized client administration needs by 50%+ and decreased service complaints drastically through establishment of standard operating procedures (SOPs), training, affiliated manuals and formal client feedback system.
- Collaborated with in-house appraiser to use Onvia DemandStar to locate, submit and win bids; brought in additional \$180K per year in bottom line profits.
- Integral participant in negotiation and sale of company to former employee in 2003; handled financing; facilitated transition to and education of new owner for six months following acquisition.

Formal Education

FLORIDA STATE UNIVERSITY, Tallahassee, FL

2005

Bachelor of Science, Business; Marketing