

ROLAND M. PINTO

Contact

Fairless Hills, PA
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Education

Executive Master of Business
Administration
Focus: Leadership, Financials, and
Operations
Strayer University
Arlington, VA
3.75 GPA
(Awarded Honor of Distinctions)

Bachelor of Arts in Marketing and
Management
Minor in Non- Profit Organizations
Rutgers University
Camden, NJ

Skills

Accelo
Workamajig
Executive Leadership
Business Development
International Finance and
Operations
Strategic Planning
Team Management
P&L Management
Strategic Partnerships
Market Expansion
Revenue Generation
Operational Excellence
Communication
Client Relations

Volunteer Work

Caring for Friends Shared Food
Program Volunteer

Professional Summary

Dynamic and results-driven executive leader with a proven track record in business development, operations, and strategic planning. Experienced in leading teams to drive revenue growth, develop innovative strategies, and foster a culture of excellence. Expertise in P&L management, strategic partnerships, and market expansion across diverse sectors including healthcare, technology, automotive, for-profit, and non-profit. Skilled in team management, revenue generation, and strategic planning.

Experience

2023 - Present

*Executive Vice President of Business Development • Single Throw Marketing
Wall Township, NJ*

- Lead a team of four direct reports and oversee 30 employees at the first digital, data-driven marketing firm in the United States, specializing in growth and client acquisition for national profit and non-profit organizations across healthcare, technology, automotive, for-profit, and non-profit sectors.
- Executed a two-year contract program with a top-tier client, generating over \$4.8 million in revenue.
- Manage key accounts including JAG, Dave Cantin Group, Performance Ortho, and Neilson Group, achieving over \$630,000 in new business.
- Launched a \$1.5 million new client acquisition program through RFPs, proposals, and expansion of services for existing clients.
- Implemented a structured 3, 6, 9-month retention program, significantly reducing double-digit churn loss.
- Collaborate with and trained the Vice President of Operations, ensuring alignment of daily activities with the retention program.
- Restructuring sales department to prioritize staff training on the top three company service revenue generators, focusing on increasing overall sales performance and improving staff proficiency.
- Direct business development strategies and execution for both national and international markets.
- Developed and launched a new culture code for Single Throw, enhancing team collaboration, communication, and establishing a foundation for client expansion.

2017 - 2023

*Vice President of Operations and Development • CMA Solutions
Princeton, NJ*

- Led senior leadership efforts in a global marketing firm, managing profit and loss outcomes for a \$4.5 million budget, and overseeing marketing and operational management for national and international profit and non-profit organizations.
- Oversaw a team of 30 employees, with eight direct reports, ensuring alignment with organizational objectives and fostering a culture of excellence.

- Successfully secured over \$2 million in new business through strategic partnerships and innovative marketing strategies, managing key accounts including IFPUG, International Card Manufacturing Association, and Federally Employed Women.
- Generated revenue exceeding \$1 million through the creation and management of impactful sponsorship programs, demonstrating a strong ability to cultivate and maintain key client relationships.
- Rescued over \$1 million in revenue in Q1 and Q2 of 2020, achieving zero revenue loss during challenging periods, thus significantly enhancing the firm's market position.

2016 - 2017

Chief Operating Officer • Partners & Citta

Yardley, PA

- Specialized in organizational fiscal management, development, and operational strategic planning as a consultant, collaborating with C-suite executives to analyze business processes and financial forecasting.
- Developed and implemented a revenue strategy outreach program that resulted in a revenue increase of over \$1 million dollars, showcasing strategic thinking and effective execution.

2010 - 2016

Chief Operating Officer • SIS

Yardley, PA

- Held senior leadership role with P&L responsibilities of \$2.5 million at a "Blue Ribbon" private non-profit educational institution, successfully reducing a \$1.9 million deficit by 48% and decreasing operational costs by \$350,000.
- Achieved a 30% increase in an educational program through strategic messaging, highlighting effective communication and marketing skills.
- Managed 65 team members with 10 direct reports, fostering a culture of collaboration and accountability to achieve organizational goals.
- Led strategic partnerships, market expansion, and product development initiatives, demonstrating a keen ability to identify and capitalize on growth opportunities.
- Executed a contract with Westminster Conservatory of Music in Princeton, New Jersey.