

## Chief Operating Officer

Demonstrated a successful track record in operations and marketing, driving revenue growth, optimizing processes, and implementing strategic initiatives to enhance profitability across various industries. Skilled in team leadership, strategic planning, quality control and adept at turning around underperforming operations.

## Areas of Expertise

- Operations Management
- Retail & B2B Marketing
- Strategic Planning & Analysis
- Team Leadership & Training
- Budgeting & Cost Reduction
- Continuous Process Improvement
- New Product Development
- Financial Management
- Trade Show Management
- New Accounts Acquisition
- Quality Assurance & Control
- Problem Resolution

## Accomplishments

- Succeeded in generating a 30% increase in revenue in the first year at G.V. Foods Inc. through rebranding initiatives.
- Slashed operational budget by 20% at Off the Muck Market in the first year while increasing product quality & productivity through controls, best practices, and systems.
- Amplified sales over 50% at Caldwell Bennett Inc. by applying sales and partnership marketing strategies and executing marketing campaigns for the company's web solutions.

## Career Experience

**Off the Muck Market, Canastota, NY**  
COO

**05/2020 – Present**

- Introduced and implemented larger operational systems to drive growth and compliance with company KPI's.
- Managed all aspects of operations including quality control, inventory, logistics and distribution, procurement and supplier management, facilities management, process improvement, risk management, health and safety, customer service and support, human resources and workforce management.
- Strengthened vendor relations, renegotiated contracts, and conducted market research.
- Led employee recruitment, training, and performance management.
- Identified opportunities for efficiency improvement, implemented systems and conducted training sessions.
- Reduced operating costs through vendor research, discrepancy resolution, and process enhancements.

**G.V. Foods Inc., Syracuse, NY****03/2014 – 05/2020**

Director of Operations

- Led production operations with oversight of 150 employees.
- Ensured quality and health code compliance through new technologies and process optimization.
- In depth P&L analysis used to identify cost-saving opportunities, optimizing revenue streams, and implement strategic financial measures to enhance profitability and drive sustained business growth.
- Managed catering sales executives, general/assistant managers, and executed promotional strategies.
- Restructured operational procedures for efficiency and cost control.
- Implemented AI driven review analysis recommendation engines to improve guest experience

**Caldwell Bennett Inc., Oriskany, NY****06/2002 – 03/2014**

Director of Marketing

- Planned and implemented internal and external marketing campaigns.
- Increased brand awareness and generated leads through various marketing channels.
- Managed shows, booth design, promotions, and personnel.
- Drafted and executed marketing plan, controlled budget, and deployed strategies.
- Exceeded KPI's in CAC, churn, lead generation, retention, content engagement metrics, NPS and inbound metrics.

**Education****Bachelor of Professional Sciences in Business Public Management**

SUNY Polytechnic Institute, Utica, NY

**Professional Associations****Board member - The Daily Orange Corp. - 501C3 Non-Profit****10/2023 - Present**

Syracuse, NY

**Small Business Development Instructor - Mohawk Valley SBDC & MVCC****2/2025 - Present**

Utica, NY