



# ANTHONY R. WOLF

Member on Board of Directors - EZ Lawn Synthetic Turf LLC.

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### Summary

Being a natural leader has helped develop my passion and talent as a manager where I effectively multi-task and motivate others to effectively meet customer needs while surpassing the expectations of the company. I successfully build responsible business relationships which leads to loyalty and long-term employees and customers.

### Highlights

Accomplished Entrepreneur	Optimistic Lifestyle
Accomplished in Business Development	Problem Solver
Perfectionist	Analytical
Strong Competitive Nature	Detail Oriented
Loyal Team Player	Extremely Successful Track Record

### Accomplishments

TruGreen Eagle Award Winner	TruGreen President's Club Winner (2 times)
Associate of the Month (Numerous times)	Associate of the Year (Many times)
Remarkable growth of multiple organizations	Built highly successful sales & service teams
Captain of the football team 3 of 4 years in high school	Entrepreneur with a strong track record

*Photo of TruGreen's Presidents Club 2020  
Eagle Award acceptance Speech in  
Cabo San Lucas, Mexico 1/24/2020*

**Work Experience**

<b>EZ Lawn Florida</b>	<b>Board of Directors 11/2024-Present</b>
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Assisting in the direction of a startup synthetic turf company

<b>TRUGREEN EXPERIENCE</b>	
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<b>Region Sales Manager - Central Florida</b>	<b>10/2023-11/2024</b>
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After a very successful 3 years managing the Service Department of TruGreen in The Villages, Florida, the organization moved me back into sales management to start cross training into a multiple market general management role. The goal here is 3-5 years as always before stepping into the next problem market, to turn it around.

<b>TRUGREEN EXPERIENCE</b>	
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<b>Interim Regional Manager - Pacific Northwest</b>	<b>10/2021-11/2024</b>
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Managing the Pacific Northwest Region in all aspects.

<b>TRUGREEN EXPERIENCE</b>	
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<b>Senior Service Manager - Central Florida</b>	<b>11/2020-10/2023</b>
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After an "Eagle Award" winning 2019 season, and being invited to "Presidents Club 2020 Cabo" for my 2019 performance, I was recognized even further by being promoted to a Senior Service Manager and relocated to bring the wisdom, skills & experience that I have obtained over the last 12 years to the Florida Region to help enhance an already great market. I am managing the service and production of a large Central Florida Market. I am responsible for creating and achieving weekly projections, recruiting, on-boarding, and training and coaching and handling customer escalations. My tasks were endless. To understand day to day operations correctly this must be an in depth conversation.

<b>TRUGREEN EXPERIENCE</b>	
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<b>Service Manager - Central Tennessee</b>	<b>2/2018-10/2020</b>
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In the 3rd largest market of TruGreen I managed the Service department. My responsibilities consisted of recruiting and new hire onboarding, training, maintaining associates certification points, disciplinary measures, terminations, customer scheduling, inventory, purchasing/receiving, to corporate escalations. My territory consisted of Middle Tennessee. When I took over in 2018, the Nashville location had productivity issues and was unsuccessful in many aspects based on company metrics. While learning the systems, I developed procedures and structure that are now company standards.

2019 Eagle Award Winner (Service Manager Team of the Year)

2019 President Club Winner (2020 Cabo & Service Manager Eagle Award Speaker)

Managing the service staff (as many as 77 directly & 110+ indirectly) third largest market in the company.

Brought up the service rate from a consistent mid 80% to 95.51% (4th best in the company)

Brought the In Branch Time from well below the company average to 84.74% (2nd best in region).

We had the highest Year over Year retention in the Region.

Taught the service team how to be more successful in Sales, which in turn made weekly Truck Sales goals easily achievable. We surpassed 2019's Truck Sales budget by 41 (290/249).

Brought OAH (Over Allowed Hours) from mid 1.5's to .93.

<b>A Process Redesigned Central Tennessee - Central Florida</b>	<b>President 2/2018-Present</b>
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Consultation firm that will make little tweaks and suggestions or completely rewrite daily processes to make business more productive. Our goal is to double your profits. Redesigning processes is my specialty. My obsession with success has taught me to look at things a bit differently. The old saying "if it's not broke, you can't fix it" is not something I live by. We sometimes (more often than not) find ourselves stuck in old ways. Tweaking or completely overhauling the processes that are set will make things more productive, in turn increasing profitability.

<b>TRUGREEN EXPERIENCE</b>	
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<b>Senior Service Specialist - Nashville, TN</b>	<b>10/2015-2/2018</b>
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Relocated for as a Horticulturist. I cared after trees and shrubs for clients, sold lawn and landscape care, answered customer questions, and made suggestions accordingly.

### Work Experience

<b>Tenn Buck Marketing</b>	<b>President</b>
<b>Central Tennessee</b>	<b>10/2015-10/2020</b>

General marketing company. Sold in 2020 due to relocation for TruGreen.

<b>TRUGREEN EXPERIENCE</b>	
<b>Horticulture Specialist - Dayton, OH</b>	<b>10/2014 to 10/2015</b>

I switched over to the service department to utilize and expand my knowledge of horticulture. I gained experience with pesticide treatments including cambian injections (ArborJet) with insecticides and nutrients. I utilized my sales mentality and ability to network to obtain new and up-sell current customers.

<b>Sales Manager</b>	<b>6/2011 to 1/2014</b>
<b>MB Link Refinishing</b>	<b>Bellbrook, OH</b>

Answered customers' questions regarding products, prices and availability. Responded to all customer inquiries in a timely manner. Emphasized product features based on analysis of customers' needs. Used networking opportunities to create successful, on-going business relationships. Planned and organized routes within territory to maximize efficiency and time in the field. Collaborated with colleagues to exchange selling strategies and marketing information. Created strategies to develop and expand existing customer sales, which resulted in an increase in monthly sales. I left in 2013 after the company was purchased by an investment firm.

<b>TRUGREEN EXPERIENCE</b>	
<b>Field Sales Manager - Dayton, OH</b>	<b>2/2009 to 10/2014</b>

Managing a sales team of 12 neighborhood canvassers for selling lawncare door to door.

<b>AW Flyers</b>	<b>President</b>
<b>Dayton, OH</b>	<b>7/2004 to 2/2010</b>

Successfully started and operated a marketing company. Grew business and client base from nothing, to a company that was acquired by a large marketing firm in 2010.





<b>Personal Banker</b>	<b>9/2007 to 1/2009</b>
<b>US Bank</b>	<b>Oakwood, OH</b>

Doubled accounts housed at branch within first year. Handled customer service issues, as well as new customers. Maintained the top performer spot as a banker for the southern Ohio market throughout employment at US Bank.

<b>Store Manager</b>	<b>3/2005 to 1/2008</b>
<b>JoS. A Bank Dayton</b>	<b>Kettering, OH</b>

Helped manage a very successful sales team. Learned how to manage from an extremely knowledgeable manager.

### Education

 <b>Colonel White High School</b>	 <b>Sinclair Community College</b>	 <b>Middle Tennessee State University</b>	 <b>University of Florida</b>
Dayton, Ohio	Dayton, Ohio	Nashville, Tennessee	Gainesville, Florida
Graphic Design	Business	Associates: Horticulture	Business
2000-2004	2012-2014	2018-2020	2021-2022