

MATTHEW JONES

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SENIOR MANAGEMENT EXECUTIVE

Solution Innovation ♦ Organizational Leadership ♦ Business Acumen

A Multi-Functional Management Professional with more than two decades of senior-level experience helping governmental, non-profit, and for-profit entities plan and execute with greater accuracy, efficiency, and effectiveness. Expert at identifying and correcting the weaknesses in organizational process, customer relations, business planning, and go-to-market practices. Adept at developing within startups and mature enterprises the intellectual resources, human and financial assets, and internal enthusiasm critical for building profitable futures. An engaging, creative, and undeterred negotiator with a notable record of success. Trusted, relied upon, and unfailing in delivering notable ROI in consequential situations.

CORE COMPETENCIES

- Senior-Level Consultation
- Team Building / Mentoring
- Organization Maturation
- Resource Allocation
- Strategic Planning / Tactical Efficiency
- Project Management / Metrics
- Marketing / Public Relations
- Stakeholder Partnerships
- Operational Effectiveness
- Productivity Enhancement
- Governmental Procedures
- Persuasion

PROFESSIONAL EXPERIENCE

Directions Consulting Group | Carrollton, TX

2019 - Present

A growth-focused consultancy helping organizations expand success through board development, leadership training, strategic planning and budgeting, resource allocation, operations assessment, and performance evaluation.

Owner, Chief Navigation Officer

Combine personal experience in the healthcare, education, hospitality, finance, and government markets with the ability to scale by contracting services and / or partnering with other businesses to meet client needs.

- **\$2 million in frequent mid-year budget cuts avoided** by conducting monthly one-on-one consulting sessions with an eight-member executive team providing external expertise that refined forecasting procedures.
- **Exceeded visitor and revenue projections** for an international multi-purpose entertainment venue by surveying competitive properties and using the findings to generate operational and funding best practices.
- **Led completion of a “glamping” facility** two weeks ahead of a shortened schedule and under budget by engaging local government entities and expediting delivery from US manufacturers of luxury trailers used as guest housing.

VisitDallas | Dallas, TX

2004 - 2019

The contracted non-profit managing the promotion activities positioning Dallas as a prime leisure and meeting destination.

Chief Operating Officer / Chief Financial Officer

Managed a \$40 million budget and a staff of 85 through ten direct reports in designing and administering the strategic and operational support for the sales, marketing, experience, sports, and tourism divisions in establishing strategic direction, implementing tactics, and elevating performance.

Reduced Costs

- **\$6 million positive cash-flow reversal achieved** by designing and installing operational and budgeting processes that controlled spending and directed plan implementation at all levels of the organization.
- **\$1.5 million in yearly lease payments avoided** by leveraging the organization’s reputation as a sought-after tenant during contract negotiations.
- **\$250,000 of squandered expenses eliminated** and more manager’s time made available for revenue-producing activities by revising standard operating procedures and streamlining internal review / approval routines.
- **Speeded realization of long-term goals** and saved hundreds of thousands in operating costs by instituting a rolling three-year strategic plan that arranged priorities, routed resources, and measured progress.
- **\$0 in net cost realized for a 10-year \$2 million football-stadium-suite lease** by negotiating the sale of unused tickets to a partner company.

Grew the Organization's and Stakeholder Revenue

- **\$40 million recurring budget fostered** in part by persuading initially reluctant city officials to free incremental taxes assessed on meetings and events for use as incentives to attract groups to the community.
- **Two-million-unit increase (500%)** in the number of room-night bookings attained by implementing a sales and marketing campaign that targeted the formerly overlooked leisure, large meeting, and event segments.
- **300+% revenue increase to \$40+ million** produced by constructing and overseeing implementation of a rolling, three-year strategic plan that guided the prioritization of revenue-producing activities.
- **Eclipsed previous years' volume** of repeat business by forming and publicizing an internal effort to train the organization's customer-facing sections in delivering exceptional customer service.
- **Multiplied event bookings** by steering the creation of the event industry's first diversity and inclusion department and working closely with the local press and through speaking engagements to publicize the action.
- **250% increase in bookings generating \$1 billion** in incremental economic impact contributed by devising and directing implementation of a strategy that won voter approval for constructing the city's only attached convention-center hotel.

Secured Funding

- **Assured future funding** for expansion projects by directing two annual, contract-required financial audits for separate and consolidated organizations that earned no-findings compliance with GAAP standards.
- **Doubled the operating budget** to \$40 million by inducing city and state legislators to amend and modify existing ordinances to allow the city to use government programs in funding community promotion.
- **Implemented a method of accumulating sales and marketing funds** dedicated to city promotion by gaining the support of hotel owners and government officials for the addition of a use-specific fee on hotel-room rates.
- **Secured approval of a \$40 million budget** from two governing bodies with dissimilar goals and interests by employing compelling diplomacy and effectively explaining plan nuances through frequent communications.
- **Won international recognition** for the organization as the city's sole booker of large meetings and events by driving an effort to meet the extensive accreditation requirements of the global authorizing institution.

Louisiana Department of Culture, Recreation, & Tourism | Baton Rouge, LA

2000 - 2004

Government department of seven agencies that collaboratively provide resources and activities to state residents and promote the state domestically and abroad.

Undersecretary

Supervised a 38-person staff, 700 employees across seven agencies, and a \$75 million operating budget with responsibility for all capital-outlay, budgetary, and legislative issues affecting the department.

- **\$15 million in additional funding granted** compared to 20% budget decreases to sister departments by quantifying the size of returns possible from expanded investment in the department's programs.
- **Formulated and garnered legislative authorization** of a self-generating revenue funding model that removed sole reliance on legislative appropriations and furthered automatic approval of the annual budget.
- **Millions in operating expenses avoided** each year by highlighting a history of consistent results to gain acceptance by legislators and regulatory agencies of requested changes to legal restrictions.

EDUCATION / PROFESSIONAL DEVELOPMENT

Master of Public Administration in Public Budgeting & International Business, Louisiana State University

Bachelor of Science in Marketing, Louisiana State University

Multiple CPE-credit Workshops, Financial Executives International • Provide client and staff training on leadership development, EDI, strategic budgeting, and other relevant topics

CERTIFICATIONS / ASSOCIATIONS / RECOGNITION

Certified Destinations Management Executive

24Hour Dallas, Governance & Nominating Committee Chair • Financial Executives International, External Relations Committee • Destinations International, Global Leadership Committee & Equity, Diversity & Inclusion Committee

Noctis Award • Ebby Halliday Executive Excellence Award • CFO of the Year, Finalist & Recipient