

EXECUTIVE SUMMARY

I am a strategic, community-rooted sales and relationship leader with over 15 years of advising and supporting organizations across healthcare, education, government, and the nonprofit sector. My work sits at the intersection of revenue strategy, financial insight, operational clarity, and human connection. I have a gift for quickly earning trust, diagnosing what's holding an organization back, and guiding executives toward solutions that strengthen both their financial health and their impact in the communities they serve. I build teams that perform, systems that make sense, and partnerships that last.

As a proud Lakeland native, I'm deeply embedded in Florida's healthcare systems, school districts, higher-education institutions, city governments, charitable organizations, and regional businesses. I understand how a city moves, what motivates its people, and how to turn that knowledge into strategy. And while my roots are here, my approach works anywhere — I know how to translate local insight into scalable, multi-market solutions. Whether I am advising an early-stage startup or a multi-million-dollar institution, I operate as a trusted advisor, a connector, and a strategic lead who brings clarity, momentum, and vision to every table I sit at.

CORE COMPETENCIES

Relationship Management • Revenue Strategy • Financial Analysis & Cash Flow Insight Healthcare & Education Advisory • Nonprofit Leadership • Government Partnerships Client Solutions Advisory • Portfolio Growth • Prospecting & Business Development Cross-Functional Collaboration • Capital Structure Insight • Project Management Board & Executive Engagement • Data & Trend Analysis • CRM & Pipeline Management Team Leadership & Coaching • Strategic Communications • Crisis Response Coordination

EXECUTIVE EXPERIENCE

Principal Consultant — Eastbridge Management

Make It Make Money Framework

Lakeland, FL • 2019–Present **Senior-Level Advisory & Portfolio Management**

- Advise and support organizations in healthcare, education, government, and nonprofit sectors across Florida, including hospitals, public health partners, school districts, universities, social service agencies, and small-to-mid-sized businesses.
- Conduct operational analysis, financial review, program evaluation, and revenue assessment to identify barriers, improve cash flow, and strengthen long-term sustainability.
- Serve as a trusted advisor to executives, directors, and cross-functional leadership teams; facilitate conversations on organizational strategy, alternative structures, funding options, and market positioning.

Relationship Building & Client Acquisition

- Build, deepen, and manage high-value relationships across multiple sectors, leading to recurring engagements, expanded portfolios, and cross-sector referrals.
- Lead prospecting, pipeline development, and solution design, resulting in consistent multi-market revenue growth.

Cross-Functional Financial & Strategic Support

- Collaborate with stakeholders across finance, operations, HR, communications, and external partners to design holistic business solutions.
- Coordinate with legal, compliance, municipal agencies, and philanthropic entities to support organizational goals.

Executive Director & Sales Strategist — Essential Catering Solutions (Rebranded Brokerage Model)

Lakeland, FL • 2016–Present

- Directed revenue strategy for a multi-service event brokerage working with government agencies, educational institutions, nonprofit organizations, and corporate entities.
- Secured city contracts, managed renewal negotiations, oversaw pricing models, and maintained strong cross-sector relationships.
- Developed financial frameworks, forecasting tools, and performance dashboards to guide organizational decision-making.
- Led teams, coached staff, and maintained strong vendor and institutional partnerships.

Co-Founder & Partner — Black Swan Venue

Lakeland, FL • 2021–Present

- Built and scaled a community-centered event venue serving corporate clients, school districts, universities, nonprofits, and government partners.
- Responsible for financial management, contract negotiation, revenue planning, and multi-market growth strategy.
- Strengthened institutional relationships with city leadership, civic organizations, and community partners.
- Led sales, acquisition strategy, upsells, renewals, and partnership expansion across 150+ events per year.

Emergency Response, Public Health & Healthcare Coordination (Earlier Roles)

Lakeland Regional Health • Tampa International Airport • Statewide Emergency Teams

- Supported public health and medical assistance operations, coordinated federal and state teams, and worked directly with hospital leaders, healthcare agencies, fire rescue, and Red Cross.
- Analyzed operational and patient-flow challenges; assisted with logistics, communications, and financial impact planning.
- Developed stakeholder briefings, collaborated with cross-functional teams, and managed time-sensitive coordination.

Education Sector & Youth Programming (Earlier Roles)

Florida Southern College • Youth & Family Alternatives • Local Church & Municipal Programs

- Worked directly with school systems, university leadership, youth programs, and family service agencies.
- Conducted program assessment, coached staff, supported training initiatives, and provided direct advisory support in behavioral analysis, compliance, and program improvement.
- Strengthened long-term institutional partnerships through education-focused community engagement.

Retail + Financial Sales — Victoria's Secret (Top Closer)

Lakeland, FL • 3 years

- Led retail sales in a high-volume environment; #1 credit card closer and sales lead.
- Conducted needs analysis, client consultations, and rapid rapport building to drive conversions.

Automotive Lead Qualifier / Sales Pipeline Optimizer

National Auto Groups • 5 years

- Pre-qualified and prepared buyers before engaging with sales teams, significantly increasing close rates.
- Analyzed buyer readiness, identified financial barriers, and strengthened pipeline quality.

BOARD, COMMUNITY & CIVIC LEADERSHIP

- Board of Trustees — Lakeland Volunteers in Medicine
- Executive Board — Lighthouse Ministries
- Executive Board — Alliance for Independence
- Advisory Council — Florida Children's Museum
- Affordable Housing Advisory Council — City of Lakeland
- Former: PAL Programs, Youth Development Boards, Civic Engagement Projects
- Active partner to city government, school districts, hospitals, nonprofits, and local businesses across Florida

EDUCATION

Webster University — Dual Master's Degrees in Management & Leadership + Human Resources Management

Florida Southern College — Bachelor of Arts in Mass Communications — Broadcast Journalism & Print Media

TECHNICAL SKILLS

- CRM & Pipeline Systems • Financial Insight & Cash Flow Understanding Analytics Reporting • Google Suite • Microsoft Office • AI Tools • Strategic Forecasting • Digital Media & Advertising

MARKET ASSETS (Florida-Specific Strengths)

- Deep roots and extensive network across Florida markets including Lakeland, Polk County, Tampa Bay, Orlando, and surrounding regions.
- Established centers of influence among healthcare, education, nonprofit, faith-based, municipal, and civic leaders.
- Proven record of activating communities, strengthening engagement, and stabilizing long-term relationships.