
CEO & Consulting Executive

Over 25 years of success growing business revenues and profitability.

"Craig is an outstanding businessman and entrepreneur. He will add tremendous value to any company that works with Craig. He did for me." - John Ramey, CEO; Private Equity Capital Corporation

Results-oriented executive with broad-based achievement in management and business development with a track record of exponentially growing and leading operations. Possesses the creativity and energy to drive profitability through strategic planning. Accomplished professional accustomed to the high level of achievement required of senior leadership and seeking the next company to grow.

Highlights of Expertise

- Strategic Planning
- Organizational Leadership
- Management Leadership & Development
- Strong Financial Acumen
- Broad Human Resources Compliance
- Results-driven Marketing
- Growth Consulting
- Budgeting with P&L Responsibility
- Health Care Regulatory Compliance
- Medicare/Medicaid/ Workers Comp
- Board Reporting Experience
- Sales Relationship Development
- Private Equity Deal Structuring
- Business & Contract Law

Career Experience

Portfolio Management Group, Manta Ecuador/Pompano Beach. FL

Provide executive leadership and consulting services at a diversified advisory group with expertise in, turnaround and growth consulting, private equity, operations refinement, legal and regulatory guidance.

PRINCIPAL (October 2012 to Present)

Consult with C-Level executives and entrepreneurs on matters including turnarounds, startups, due diligence, fundraising, and interim management, amongst others. Industries included counseling services, retail, manufacturing, hotels and restaurants, health care, hi-tech and many more.

- ◆ Assisted numerous small business operations in development and implementation of turnaround consulting plans, strategic planning, repositioning for growth, change management and human resources.
- ◆ Developed business plans and pitch decks for successful fund-raising campaigns through private equity and venture capital groups at various funding stages.
- ◆ Restructured, grew and turned around 14 businesses part time over a 7-year period including the improvement of negative EBITDA to positive in a great majority.

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Comfort Medical Supply, LLC, Ormond Beach, FL

Founded a national medical supply company which experienced exponential business growth.

FOUNDER & CEO (2002 to January 2013)

Started and coordinated daily operations at a home medical equipment company and provided long-term vision and strategy for growth.

- ◆ Drove revenue growth from \$20K investment to \$12M over 10 years.
- ◆ Awarded national accreditation with Health Quality Association on Accreditation (HQAA)
- ◆ Created an innovative method to serve the entire US from one B&M location and almost no stocked inventory, a method now recognized by niche business professionals.
- ◆ Total budgeting, cash flow, and P&L responsibility with member and board-reporting responsibility.
- ◆ Ranked among the **Inc. 500's Fastest-Growing Private Companies in America** in 2008, 2009, and 2010.

Mobility Products Unlimited, LLC, Ormond Beach, Florida

Spearheaded marketing development and creation of a business model to grow a disability products company.

VICE PRESIDENT OF MARKETING (2000 to 2002)

Held responsibility for company-wide marketing and advertising operations. Oversaw department of 70 team members with direct supervision over 6 management staff.

- ◆ Increased revenues from \$2.5 million to \$18 million in 16 months with direct B2C marketing.
- ◆ Cut cost sale per unit through cost-efficient marketing campaigns, improving ROI.
- ◆ Ensured regulatory compliance with Medicare/Medicaid and private insurance.

Additional Experience

- Project Manager / Senior Business Consultant – International Profit Associates – Chicago, Illinois
- Vice President of Operations – Saratoga Hotel Group – Sault St. Marie, Michigan
- General Manager, Director of Food & Beverage and other executive/ownership positions in major brand hotels/food & beverage operations for 22 years.

Education & Credentials

B.Sc, Business and Hotel Administration

Oklahoma State University, Stillwater, OK

Affiliations

- Member, National Association for the Self Employed (NASE)
- Board of Directors, Comfort Medical Supply, LLC
- Rotary Club International
- Regional Vice President, National Associate of Catering Executives (NACE)

Activities

Appearing and co-hosting regular podcasts including *"It's Your Business"*, *"Learning from Smart People"*, and *"Dash It Out"*