

Steven Green

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Exceptional Results
Utilizing Software
Development To Drive
**BUSINESS DEVELOPMENT
& SALES**

Executive Director with a flair for devising and implementing innovative technology solutions that drive business performance. Excellent strategic analyst, with a track record in delivering business development projects that utilize technology to increase sales, multiply revenue and engage new clients.

KEY EXPERTISE

- ◆ Business Development
- ◆ Project Management
- ◆ Leading Teams
- ◆ Software Development
- ◆ Process Improvement
- ◆ Stakeholder Engagement
- ◆ Strategic Analysis
- ◆ Digital Marketing / SEO
- ◆ Programming
- ◆ Application Development
- ◆ Technology Solutions
- ◆ Financial Management

PROFESSIONAL ACHIEVEMENTS

- **Founded a successful boutique style accounting consultancy firm and developed business** by strategically utilizing technology to create added-value, bespoke services for clients, achieving year-on-year growth of 25%.
- **Successfully devised and project managed multiple business development initiatives** for an IT Service Provider, including the restructuring of key operational divisions, that transformed the business and increased revenue by 60% in 4 years.
- **Spearheaded a new website and programming division** of an IT Service Provider, implementing a strategy to create optimized website and marketing outcomes that repositioned company as a leading provider for the medical and hospitality sectors.

SOFTWARE DEVELOPMENT & TECHNOLOGY PROJECTS

- **Developed an award-winning SQL-based virtual business** that addressed niche market requirements in the construction industry to create new commercial opportunities and sustained client growth in the contract sector.
- **Created a software application and complimentary android mobile application** that resolved key process failures with engineering contractor tracking and billing, centralized engineering records and provided higher visibility of network needs.
- **Other technology projects include:**
 - Development of custom built scheduling software for a large health care company
 - Build of multiple small add-on macro applications tailored to client requirements
 - Creation of enhanced reporting functionality for medical company through manipulation of macro coding extract data.

Technical Skills include: HTML5; CSS3; PHP; MySQL; VBA macro applications; JIRA; Agile

PROFESSIONAL EXPERIENCE

COMPANY ABC | Naples, FL

CFO / Executive Director

2009 to date

- Appointed by CEO to devise and execute a transformation strategy for a stagnating and underperforming company in order to drive business growth across all divisions of the organization.

- Analyzed all aspects of business, from operation processes to management style, identifying the key factors detrimentally impacting on profit growth and devising a strategic plan to restructure the organization and grow its client base.
- Provided strategic direction and support to senior management whilst implementing key initiatives related to financial management, process improvement and personnel optimization that transformed business performance.
- Developed proprietary software applications to enhance the MSP service which pinpointed business network needs and fostered increased demand from clients for complex reporting and software development solutions.
- Created website and programming division of the company, collaborating with global programmers to develop new applications that met client requirements.
- Designed and developed range of CMS websites for clients using white-hat SEO techniques to optimize performance and JIRA and Agile for the management of programming projects. This included e-Commerce, membership subscription and event management websites.

Achievements:

- **Devised and implemented multiple financial improvement initiatives** that tackled poor inventory management and ineffective client billing, leading to the elimination of all debt and new business growth in only 12 months.
- **Restructured critical workflows** across the company through the development of an innovative virtual platform that replaced 5 different processes with a KPI, performance focused system that led to a 21% revenue increase in 2 years.
- **Played instrumental role in growing revenue by 60% in a 4 year period** (46% in the last 12 months) by implementing strategic changes to commercial operations and marketing initiatives that have repositioned the company as a leading provider to the medical and hospitality sector.

COMPANY ABC | Naples, FL

Founder / CEO

1997 to 2008

- Led a team of 15 in the provision of accounting and strategic analysis services that specialized in developing tailored solutions that aligned programming and applications with specific client needs.
- Shaped business strategy to exploit commercial opportunities in the construction sector by developing company services related to licensing and credit reporting that created sustained business growth.
- Spearheaded businesses strategies that were underpinned by extensive industry networking, innovative marketing initiatives and strong collaboration with the local community to host over 20 fundraising events.
- Collaborated globally with IT specialists and marketing experts, utilizing their experience and knowledge to drive forward projects and maximize business productivity.

HONORS

- Achieved “CBIA Presidential Award” in 2007 for outstanding service to the community.
- Awarded “Sand Dollar Award” in 2006 for unique and effective marketing strategies.
- Honored by Economic Development Council with an “excellence in industry” award in 2005 for the creation of the ‘Request to Bid’ virtual business.

EDUCATION AND PROFESSIONAL QUALIFICATIONS

Candidate for Master of Business Administration, FLORIDA GULF COAST UNIVERSITY (2016 Expected)

Bachelor of Science in Accounting (Cum Laude, Dean's List), FLORIDA GULF COAST UNIVERSITY (2010)

Certified General Contractor, Certified HIPAA Compliancy Professional, STATE OF FLORIDA

Certified QuickBooks Professional Advisor, STATE OF FLORIDA