

ASCII

JEREMY STORWELL
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OBJECTIVE: Senior Management Executive - Operations,
General Management

SUMMARY: Senior Management. Director of Operations. General Management. Start-ups. Acquisitions. Turnarounds. High-Growth Companies. Operations Management. Multi-unit Operations. ROI. Process Improvement. Sales. Business Development. Competitive Market Positioning. Market Improvement. Revenue Growth. P&L Management. Profitability. Strategic Partnerships. Marketing. Customer Service. Revenue Enhancement. Team Building. Staff Development. Leadership. Strategic Planning. Organizational Development. Best Practices. Project Management. Performance Improvement. Cost Reductions. Expense Controls. Budgeting. Budget Management. Financial Management. Matrix Management. Negotiations. Executive Presentations. Master of Science. State University of New York. Bachelors Degree.

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PROFESSIONAL EXPERIENCE
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1993-present FITNESS SERVICES INTERNATIONAL, New York, NY
Leading Fitness Company in Northeast Corridor, ranked 2nd
in U.S. and 4th worldwide, based on revenues.

-->SENIOR DIRECTOR OF OPERATIONS
Senior Management Executive recruited to lead expansion into multiple markets with full P&L oversight for multi-site operations, expense management, human resources, training, and club build outs and openings. Charged with strategic planning and matrix management. Oversee 15 direct reports.

* Entrepreneurial Leadership and Market Penetration.
Spearheaded rapid growth in Northeast by opening and managing 20 fitness clubs in New Jersey, New York and Boston markets - no previous market presence. Generate \$42 million in revenues annually, with EBITDA above 22.7 percent.

* Revenue and Market Growth.
Delivered strong financial results in competitive market by introducing aggressive expense controls, enhancing customer service and member retention, delivering responsive programming, recruiting and hiring superior talent, and providing consistent model of exemplary service. Increased revenue growth by 12 percent in 2004 and on-target to deliver 15 percent growth in 2005.

* Public Relations and Branding Initiative.
Introduced high-profile community outreach initiative by creating Special Olympics partnership. Oversaw test site program in New York, providing fitness facilities and professional services for 13,000 athletes, resulting in company adoption in Boston, and Washington, D.C. markets. Received recognition from USA Special Olympics.

* Proactive Operations Leadership.
Overachieved profitability projections by 7-10 percent
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while initiating strategic alliances and partnerships, pioneering youth programming, overseeing 16 club acquisitions, and developing 6 greenfields. Led smooth transition of 3 club chain acquisitions, 14 clubs total, within 2 years by developing acquisitions team, instituting club renovations, integrating new members and training new staff quickly, controlling costs and focusing on ROI.

* Staff Development.

Recognized company-wide for developing strong management team members and leadership pipeline. Trained, mentored and groomed staff for promotion to management positions in Philadelphia and Washington, D.C. markets, selected by CEO and COO. Pioneered highly effective service delivery training modules, adopted company-wide.

1992-1993 TWIN PINES COUNTRY CLUB, New Brunswick, NJ
Private country club with 27-hole golf course, F&B operation, 9 tennis courts, Olympic-size pool, party planning and club events, and summer staff of 220.

-->GENERAL MANAGER

Recruited to revitalize exclusive country club in New Jersey market. Led turnaround management, with P&L responsibility for full staffing and daily operations, as well as sales and brand development.

* Performance and Process Improvements.

Propelled renewed club reputation for high quality "silent service" by formulating and implementing strategic service objectives for staff, combined with intensive staff development and expanded computerization.

* Profitability and Competitive Ranking.

Expanded brand awareness and profitability by expanding sales, without advertising, while streamlining operations - increased efficiencies led to payroll reductions.

1984-1992 THE CARLTON CLUB, Bryn Mawr, PA
Private city athletic club with 2516 members, with waiting list, and annual revenues of \$5.9 million.

-->GENERAL MANAGER 1989-1992

Challenged to boost image and revenues of 70,000 sq ft private club. Full P&L management for sales and daily operations for 200-seat food and beverage area, as well as 9 private dining rooms. Managed 140 employees.

* Business and Revenue Development.

Grew member annual dues line to \$2.4 million annually and member retention to 95 percent, exceeding sales plan by 120 percent. Achieved highest club ranking in national member survey. Awarded "Club of the Year" in North America.

* Operations Excellence.

Handpicked out of 54 clubs as Regional Training Site, based on inspection scores, member surveys, sales, and financial accomplishments.

-->REGIONAL ATHLETIC DIRECTOR 1986-1989

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* Profitability and Revenue Growth.
Promoted to direct sales efforts of 19 athletic clubs in region. Delivered revenue improvement in 14 clubs with minimum of 20 percent revenue gains by instituting standard operating procedures, as well as superior employee training and member service delivery.

-->ATHLETIC DIRECTOR 1984-1986

* Operations Leadership.
Conceptualized and led department restructuring strategic plan that resulted in transitioning athletic department from "amenity" status to real profit center. Initiated and established first-ever joint venture with St. Patrick's Hospital and The Carlton Club.

PREVIOUS CAREER HISTORY:

Began career at Pennsylvania State College in athletic management. Recruited by Bristol-Myers Squibb as Site Coordinator for Wellness / Fitness in-house program.

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EDUCATION

Master of Science - Education
Rutgers University, New Brunswick, NJ

Bachelor of Science
Pennsylvania State College, State College, PA

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Professional Affiliation

International Health and Racquet Sport Association

PROFESSIONAL REFERENCES AVAILABLE UPON REQUEST

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Rationale and Outcome:

a. Jeremy is a senior exec looking to move out of the fitness industry but stay in a senior-level position, preferably in operations but was also open to general management. The challenge was to downplay the fitness industry while playing up his transferable senior-exec skills and accomplishments.

b. The Objective and Summary (keywords) do not mention the fitness industry at all - just the level and type of positions he is seeking and his transferable skills. I also included his degrees and his alma mater in the keyword summary.

The Professional Experience section is visually segmented to make clear what are company names, position titles, and keyword functional areas. Used many quantifiers to show he produces results no matter what aspect he oversees: operations, finances, sales and marketing, etc.

His most recent experience occupies the most space and the remaining experience gets condensed the older it is. I mention briefly his previous career history because he worked for a Fortune 100 company (Bristol Myers-Squibb).

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His Education was mentioned last because it is old and in the field of Education (he started out wanting to be a phy ed teacher!)

c. Outcome: Jeremy transitioned into a new position very quickly due to his outstanding networking abilities and interviewing skills. He landed a job in 6 weeks for a multi-site sports bar operation in the Philadelphia region.