

JOHN COOK, MBA

Dynamic culture is the foundation of great companies.

Houston, Texas • 000.000.0000 • jcook@gmail.com

PRESIDENT & CHIEF EXECUTIVE OFFICER • RETAIL BRANDS • GLOBAL MARKETS

Visionary leader reputed for driving huge surges in revenue earnings, building world-class teams, and effecting real and sustainable change in all economic climates.

Charismatic, High-Performing Executive and Solver of Revenue Challenges. Offer impressive record of leadership doing what others said couldn't be done in multi-unit, service-driven environments. As CEO for the world's largest full-service health club franchise, recently increased EBITDA by 41% in just 24 months in a stagnant market.

A High-Visibility Brand Builder of World-Class Companies. Able to turn a quality product brand into an industry powerhouse through M&A and internal development. Strong orientations in sales and marketing galvanize and inspire global teams to reach award-winning levels of consistent performance.

Successful in Rapid-Growth Situations Requiring Bold Initiative. Demonstrate sound judgment and a track record of unprecedented operational leadership.

LEADERSHIP PROFILE

- 20+ Years' Executive Expertise
- P&L to \$1 Billion
- Global Team Leadership of 25,000
- MBA, McCombs School of Business
- Major Operational Turnarounds
- Acquisition & Development
- Worldwide Expansions
- International Franchising
- Fitness | Hospitality | Retail
- Service-Centric Businesses

PROFESSIONAL EXPERIENCE

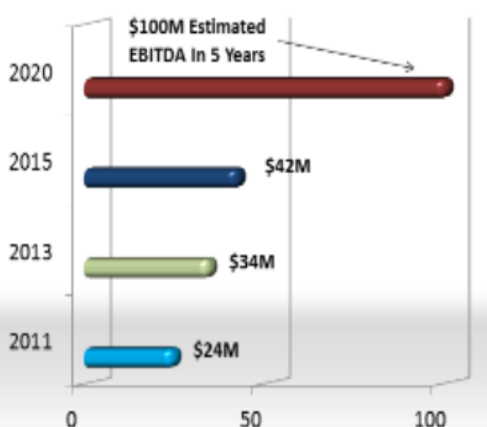
Platinum Gym International, Houston, TX | 2011-present

PRESIDENT & CHIEF EXECUTIVE OFFICER

A multifaceted organization, Platinum Gym International is the largest full-service gym operator in the United States. Platinum owns and operates 81 units with 3,500 associates and represents nearly 700 franchise units with 25,000 associates worldwide.

Overview: Recruited directly by the owner of Platinum Gym International to lead a \$1-billion P&L with global oversight. Challenged to stabilize and turn around a stagnant enterprise built around operational silos with no defined culture while spearheading growth by infusing new dimensions of service and culture across the company—all during a time of economic instability. Direct overall operations for 5 major divisions. **On track to reach stated goal in excess of \$100 million EBITDA in the next 5 years through acquisition, development, franchising, and licensing.**

EBITDA Growth In Millions



- **OPERATIONAL TURNAROUNDS:** Achieved budgeted EBITDA **3 consecutive years** in a flat market. Weeded out poorly performing components, resulting in smoother operations with functionality poised to deliver on brand promise.
- **FINANCIAL MANAGEMENT & EBITDA IMPROVEMENTS:** Drove EBITDA from **\$24 million to \$34 million** in 24 months. On track to exceed **\$42+ million** in 2015.
- **ACQUISITIONS:** Led **\$50 million in acquisitions** which spurred growth of 15 clubs and **\$10 million in EBITDA in 28 months.**
- **NEW PRODUCT DEVELOPMENT:** Developed and launched successful new product that combines low initial costs with low operating overhead and **50% less labor costs than a full-service club.**

- **INNOVATIVE EXPANSIONS:** Opened 9 corporate and franchise clubs in 12 months with plans for 25 new corporate express clubs in 2016. Projecting 50 new Franchise Clubs by 2020. Franchise 10-year royalty stream is an **anticipated \$30 million per 50 new open clubs.**
- **GLOBAL LICENSING & OPTIMIZING ADDITIONAL REVENUE STREAMS:** Direct \$200-million retail sales licensing division of Platinum's branded products around the world. Currently lead international expansion in China and Australia and have more than 20 product lines represented at Wal-Mart and Sports King stores across America.

Alpha Hotels Corporation, Dallas, Texas | 1999-2009

REGIONAL VICE PRESIDENT OF OPERATIONS

A premier upscale hotel and resort chain with 80 luxury locations across America.

Overview: Recruited to lead operations and a \$200-million P&L for 11 hotel properties across Texas. Challenged with addressing mediocre customer service rankings and growing market competition. **Took the Texas market from #7 nationwide to #1 for profitability and customer service rankings in just 24 months, sustaining those top rankings through to 2009.**

- **PROFITABILITY METRICS:** Drove sales teams to unprecedented levels of success, winning the majority of Alpha's achievement awards, high guest satisfaction, and meeting profitability metrics each year for 10 consecutive years.
- **CUSTOMER SERVICE IMPROVEMENTS:** Led region to consistently score the highest levels in J.D. Powers' Service rankings, directly contributing to J.D. Powers ranking Alpha Hotels #1 in service in the upscale hotels division three separate times.
- **MARKET EXPANSIONS / PORTFOLIO ACQUISITIONS:** Key contributor to two high-profile hotel property acquisitions in San Antonio totaling \$75 million.

Snapshot:

\$210M Revenue
\$80M EBITDA
3,000 Employees
11 Luxury Properties

-Prior Positions of Note-

The Marlo Corporation – Rapidly promoted through a variety of operational and sales positions of increasing responsibility, which provided exemplary grooming and a solid foundation for future executive positions. **Promoted 4 times in 5 years, winning every available award in each role promoted into.**

ACADEMIC

Master of Business Administration (McCombs School of Business), University of Texas
Bachelor of Science, Marketing: Iowa State University

BOARD APPOINTMENTS

Board of Directors: Houston Chamber of Commerce, Houston, TX
Board of Directors: Texas Convention and Visitors Bureau & Chamber of Commerce

AWARDS

2X: General Manager of the Year – Outstanding Revenue Leadership: Alpha Hotels
Sales Team of the Year Award, Corpus Christi: Alpha Hotels
Director of Revenue Management of the Year Award: Marlo Corporation

Executive Resume, Project Brief

John came to me wanting an executive resume that communicated his successes and positioned him for a CEO / President role. He had worked his way up through the ranks at two major hotel chains and a global fitness chain. He excelled in each new position and was frequently promoted because he had proven to perform exceptionally well in strategic leadership roles. He was looking for his next C-level challenge with a larger company that was moving out of growth mode and into value- building mode.

John had some unique strengths including his ability to re-energize a brand company wide and rally teams. His bold visionary leadership helped to launch his ideas for global licensing expansions, growth and other "first ever" ideas for the company.

I used a bold red as part of his branding (a common primary color used in retail) and as a reflection of his larger-than-life personality. I decided to showcase his executive skill set by category so the reader could quickly see his quantifiable wins in multiple areas including customer service, EBITDA improvements, turnarounds, acquisitions, and franchise growth. I kept the industry focus on his desired career goals: retail, turnarounds, or CEO or COO roles. With this resume, John landed a role in a Private Equity firm with a large hospitality portfolio.