

ROBERT R. JORGENSEN

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CAREER TARGET:

NONPROFIT DEVELOPMENT DIRECTOR

Exceeding Financial Goals By Sharpening Revenue-Capturing Strategies
Civic & Business Leader Creating Profit & Fundraising Opportunities Through Financial Research

Analytical and highly strategic relationship builder and revenue-focused executive with accomplished record of solid ROI in challenging, intense operations requiring financial resourcefulness; poised to pursue development leadership role based on passion and dedication to nonprofit missions. **Articulate, motivational strategist** who inspires staff to top performance and incorporates data-driven analyses that predict business needs, *with regular leadership in civic organizations.*

- Budget Administration
- Donor Cultivation
- Strategic Planning
- Planned Giving Campaigns
- Project Management
- Marketing & ROI Analysis
- Team Coordination
- Forecasting
- P&L Accountability

RELEVANT NONPROFIT LEADERSHIP EXPERIENCE:

- ⇒ Leukemia & Lymphoma Society Team-in-Training leader, athlete, mentor, and coach raising thousands.
- ⇒ Big Brothers Big Sisters organizer/fundraiser coordinating Marriott Resorts Teams program development—eliciting staff involvement and donation levels.
- ⇒ Early-career mentor and advocate for Honolulu Young Business Council.

ADDITIONAL PERFORMANCE MILESTONES:

- ⇒ \$7M, single-year rise in revenue with targeted product planning, increased staff morale, and task reengineering.
- ⇒ Launch of Grand Seasons Club, setting pricing analyses, brand's first usage plans, and price points.
- ⇒ Leadership coaching for employees reaching Director-level roles (and ultimately surviving 40% RIF).
- ⇒ 20% year-over-year profit expansion throughout tenure.

PROFESSIONAL HISTORY

Marriott Vacation Club International, Honolulu, Orlando, Aruba, London, 1996 – Present

Earned numerous promotions, holding simultaneous leadership roles and gaining recognition for dynamic operational, marketing, financial, and sales analyses and strategies for revenue growth, operations efficiency, and employee morale.

RVP for 1 of just 2 locations meeting 2009 objectives—with double-digit revenue gains from 2006-2008.

World-class satisfaction results for \$300M, 15-resort startup division reaching \$2B across 50+ locations.

\$5M (9%) over-budget 2009 performance (at 18 of 19 resorts)—even with recessionary challenges.

105% employee engagement rating within first year, despite managing staff remotely through virtual interfaces.

Regional Vice President, Revenue & Inventory Management, Western U.S. / Hawaii (2006 – Present)

*Spearheaded revenue strategies, taking charge of and expanding multibillion-dollar operation while assisting to grow 3 distinct brands. Hold P&L accountability for 19 resorts, developing **high-ROI revenue strategies** for wide array of properties in inventory. Supervise 32 total employees including 7 direct reports across Arizona, California, Hawaii, Colorado, Nevada, Oregon, and Utah; tripled location volume and fiscal oversight in 2009.*

- Improved bottom-line profits with competitive analyses used to develop price points, allocation, and rental plans.
- Stimulated business in Asia and within Hilton Grand Seasons club, working with marketing and sales to develop usage-planned development centered on product features, usage, and identification of servicing needs.
 - Continually monitored pricing against consumer demand; built buy-in among Marketing teams for new price points.
- Cut turnaround and staff hours 50% while improving forecast accountability; created Rental Snapshot tool adopted region-wide that promoted reality-based projections and property forecasts to match market trends.
- Created 18- 20% rise in productivity, leading reengineering teams charged with improving training task prioritization.
 - Leveraged findings to emphasize revenue accountability among managers and shift tasks back to Operations.

Regional Vice President, Inventory Management, The Grand Seasons Club (2002 – 2006)

Promoted to create new-brand inventory allocation and pricing strategies for high-profile offering, leading development of financial/market analyses. Managed and implemented room inventory strategies for later opening of 5 fractional resorts.

- Developed comprehensive allocation and **marketing formula still in use**, creating reporting that impacted operations, sales and marketing, and call center practices.
 - Adjusted and utilized strategy for Florida, Caribbean, Colorado, California, and other diverse markets.
- Set stage for unique market development, creating first-in-kind emerging market strategies for Marriott Vacation Club Asia and monitoring inventory allocation to reach best inventory use.
- Supported 3 new Grand Seasons resorts with customized fractional usage template that managed internal exchanges.

Director of Planning & Analysis (2001 – 2002)

Led 10 timeshare/fractional resort business plans affecting locations in Aruba, Spain, Arizona, Paris, Egypt, Hawaii, Caribbean, Florida, Mexico, Portugal, Dubai, London, and others. Built cross-location comparables database.

- Created price points and pro forma analyses for new resorts; presented findings to C-suite executives.

Director of Finance & Accounting (2000 – 2001)

Supported Sales and Marketing business unit, leading short- and long-term projections for all field-based sales distributions. Cut report preparation time 400% and report volume down to 15 from 40. Managed interval and close process reporting.

Other Roles: Controller, Marketing & Sales; Controller, Development & Construction; Senior Staff Accountant

EDUCATION

Oakland University, Rockland, Michigan
Bachelor of Science in Accounting

University of Wisconsin Prochnow Graduate School of Business, Madison
Executive Leadership Education

CIVIC AFFILIATIONS

⇒ Leukemia & Lymphoma Society ⇒ Big Brothers Big Sisters ⇒ Young Business Council

Robert contacted me upon being notified a year in advance of a planned RIF at his company. While he had held roles of increasing regional responsibility at his employer, a major hotel chain, he decided to view his pending layoff as a new opportunity—namely, one in which he could indulge his passion for nonprofit leadership.

The majority of what Robert brought to the table was executive experience, combined with a willingness to dive in and start at a different level in order to work his way up through a nonprofit organization. With this goal in mind, I incorporated a front-page table that both contrasted and displayed his work in the nonprofit arena, combined with his leadership expertise related to revenue (in order to show the tie-in to fundraising and development).

The résumé work history was tuned to demonstrate Robert's effect on the company's bottom-line. Given that his main strengths were pricing and brand awareness, I incorporated information that would focus on his ability to manage financial negotiations, allowing his ability to manage global operations and launch new brands to serve as background information.

I set up the front page to show Robert's intent with a "Career Target" headline, while centering the presentation and adding navy blue borders to give it an executive and understated look.

Robert reported to me that he was being considered for several Development Director slots, and that his business leadership skill was of great interest to his interviewers.