

## Reid Lester

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### OPERATIONS MANAGEMENT EXECUTIVE

**Accomplished top tier business operations, human/organizational development and business development executive with strong business acumen who spearheads total organizational performance improvement through implementing innovative leading edge organizational operations and human capital business solutions.** Led innovative programs and successfully built high performance teams that delivered dramatic cost reduction, performance improvement and profitability increases by increasing interdepartmental collaboration/cooperation and implementing effective programs/processes/procedures to quickly solve key organizational challenges. Valued for creating and maintaining outstanding internal/external client satisfaction.

**Conceptual, detail-oriented analytical thinker and recognized operational excellence/process improvement authority achieving top efficiency/productivity/profitability gains in all key organizational areas with limited resources and staff.** Recruited and built top performing, self-sustaining teams who work collaboratively with all departments and levels of the organization to achieve goals on time and within budget consistently. Easily win people's confidence inspiring individuals/teams to top performance.

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#### KEY STRENGTHS

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- Strong and innovative organization builder who **leverages profitable business critical** long-term internal/external **relationships** with committed action plans that get results.
- **Delivers** quick and effective total business solutions approaches to create, engage and synthesize **best operational practices** insuring staff deliver top performance outcomes.
- **Balances** competing initiatives at the strategic and tactical levels bringing most cost effective balance of **staff and resources to exceed** all short/medium/long range organizational **goals**.

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#### PROFESSIONAL EXPERIENCE & ACHIEVEMENTS

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##### **RASSMUSSEN COLLEGE**

**2009-PRESENT**

A leading regionally accredited college and premium provider of educational products and services offering bachelor and associate degree programs online and throughout the US with campuses in MN, IL, FL and WI.

##### **Adjunct Faculty (Business)**

Taught key business courses, advised students in personal/professional development and engage students in innovative professional development initiatives.

##### **ZIMBRICK INCORPORATED**

**2007-2010**

A premium regional provider of multi-line new and used vehicles, products and services.

##### **Financial Services Manager**

Spearhead organizational consumer financing/credit, new/existing business development, sales management, staff training and development, consumer product/services sales, credit consulting and customer retention initiatives.

- Charged by key executive leadership with innovating new key business critical company-wide sales per unit program which dramatically increased unit sales from \$450 to \$700 within 30 days
- Increased communication effectiveness between finance and sales departments which resulted in adding immediate revenue generating opportunities for each department
- Created and implemented an innovative new secondary lender program which substantially increase sales despite tightening lending standards and difficult market/economic conditions
- Winner of the "Whatever it Takes" award for outstanding performance above or outside normal job duties

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**US FIRST ENERGY / SUEZ ENERGY RESOURCES COMPANY****2006-2007**

A diversified electric energy company focused on sales and consulting, headquartered in Chicago, Illinois.

**Territory Sales Manager / Energy Consultant**

Led organizational business development, marketing, operations and sales for a highly diverse energy clientele.

- Charged by senior leadership with developing an aggressive sales increase plan of action to target and secure higher worth clients by designing and implementing effective marketing and staff training programs that improved sales cycle times by 30%, substantially increased customer service scores and bottom line profitability results
- Accurately assessed poor sales force drivers and implemented a new sales training strategy that immediately increased sales and job performance by 20% while also improving staff attitude and job enthusiasm
- Designed and implemented a new regional sales program where none had existed before that identified new target market sales opportunities producing \$550M in new year over year sales revenues

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**MINOR LEAGUE BASEBALL****2004-2006**

The independent and affiliated professional baseball leagues that support Major League Baseball.

**Professional Sports Umpire-Baseball**

Professional sports umpire for the Midwest League and the Northwoods League.

**Iowa Cubs Internship (AAA)**

Stadium operations including managing all game day staff.

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**AMERICAN EXPRESS FINANCIAL ADVISORS****2002-2003**

A top national financial planning, loan and consulting services firm.

**Financial Advisor**

Organized client financial services sales/analysis/strategy, new business development and budget planning.

- Created a new organizational staff mentorship training and development program for all new staff members that resulted in a dramatic increase in revenue generation and a substantial increase in staff retention
- Constructed a new client presentation program called "Dine-N-Dash" which rose sales by 36% and allowed a much higher volume of new client prospects to be seen in a much shorter period of time maximizing results

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**LESTER PAINTING COMPANY****1992-2002**

A top regional provider of multi-line painting products and services.

**Director of Operations**

Spearheaded key organizational Human Resources and operations continuous quality improvement initiatives.

- Envisioned and implemented standardized company-wide staff training and development program for new hires that dramatically increased customer satisfaction and job productivity by 12% within 30 days
- Generated a new business lead generation program that increased stagnant sales through focusing on referrals and repeat business increasing sales by 47% within 9 months and by 20% annually year over year

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**EDUCATION & TRAINING**

**M.B.A. Degree**-Business Operations/Development & Strategic Planning-Regis University-Denver, Colorado **B.S. Degree**-Business Administration-Valparaiso University-Valparaiso, Indiana **Technology**: MS Office Suite 2003-2007, Word, Excel, PowerPoint, Spreadsheets **Continuing Education/Training**: Adaptive Organizational Leadership, Issue Based Problem Resolution, Lean Business Process, Operations/Performance Optimization, Curriculum development-Rasmussen College

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**INTERESTS & HOBBIES**

**Civil Air Patrol**-Search & Rescue Pilot, **Team Captain**-2000 NJCAA National Champion Tennis Team, **100 Men Who Cook**-2009 Top Chef, **Fitness, Civic & Community Philanthropy**

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**AFFILIATIONS & ASSOCIATIONS**

**AMA** - American Management Association **APICS** - The Association of Operations Management Professionals **RMA** - Risk Management Association **IPPMA** - International Program & Project Management Association