

# RONA KENNEDY

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## **PROFILE**

**Talented and accomplished Senior Executive / Corporate Officer with extensive background directing corporate operations and technology groups.** Proven ability to implement effective policies and procedures, enhance productivity, and increase efficiency. Consistent record of growing revenues while reducing operating costs. Expertise in budget management, negotiations, forecasting, marketing, sales, and customer service. Recognized for ability to increase customer retention rates. Excellent analytical and quantitative abilities. Adept at penetrating new markets and establishing successful business programs / companies. Outstanding presentation, leadership, and communication skills.

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## **PROFESSIONAL BACKGROUND**

**Kennedy Health, Inc.,** New York, NY 19xx – 20xx

***Senior Vice President / Chief Information Officer*** (19xx – 20xx)

- Selected to establish and direct IT operations for \$80 million company. Recruited management and staff, developed and implemented all policies and procedures to support technology functions for corporate headquarters and all facilities as firm grew from 17 to 31 sites.
- Oversaw all hardware, software, operating system, and network operations. Selected and coordinated outside developers, network specialists, and service providers.
- Introduced company's local and wide area networks, comprising up to 30 LANs and 500 workstations. Administered average annual budget of \$500,000.
- Consolidated network operations through one supplier and upgraded from DSL to T1 service.
- Reduced hardware costs 40% by setting up internal PC build center, eliminating need to purchase outside computers. Arranged appropriate training for department staff.
- Created and implemented variety of management reports, including cost control, sales forecasting, and others, dramatically increasing efficiency.
- Achieved \$5 million in annual savings. Led development of proprietary customer relationship management application to forecast, and prevent, customer attrition. Increased retention 60%.
- Planned and led development of sales force automation system and managed migration to open source, web-based email system.
- Developed program to identify accounts with membership dues below list price. Produced incremental revenue increase that totaled \$195,000 over three-year period.
- Prepared RFP for multi-million dollar club management software contract. Evaluated submissions, selected vendor, and assisted with requirements gathering.
- Managed team of contractors in integrating accounting and sales force automation applications with membership management system.

***Senior Vice President, Kennedy Planning and Development*** (19xx – 19xx)

- Directed all new club development and special projects. Planned and managed establishment of two new facilities, administering project budgets of \$2 million each.
- Performed site selection, approved architect and construction company, and supervised build out. Worked with CEO on facility layout. Obtained all necessary permits.
- Negotiated contracts with service providers and landlords and managed financial proformas.
- Hired initial staffs, implemented all policies and procedures, and coordinated initial operations.

- Provided mentoring and direct to the management group in the execution of daily roles and responsibilities.
- Spearheaded a diverse range of programs and projects leading to improved market presence and increased annual profitability.

***Vice President, Sales and Marketing*** (19xx – 19xx)

- Oversaw all sales and marketing as company grew from \$22 million in annual revenue to over \$30 million, averaging 10% growth year over year.
- Supervised staff of 40 outside sales personnel, plus inside sales and graphics design team.
- Managed annual marketing budget of more than \$1 million. Restructured marketing program to shift emphasis on features and price to benefits.
- Selected and worked closely with external advertising and public relations agencies.
- Produced all budgets, forecasts, marketing collateral, and business development strategies.
- Produced over 10,000 new sales each year, even during periods of economic recession.
- Represented company for all legal and legislative affairs relating to industry. Served as liaison to state legislatures, county agencies, lobbyists, and consumer affairs groups.

***Vice President / Director of Operations*** (19xx – 19xx)

- Served as Executive Director of Operations for 15 facilities. Managed all aspects of facility operations. Hired, trained, and supervised upper-level club management.
- Developed policies and procedures to improve training programs and quality control.
- Designed new programs for club members and oversaw physical maintenance of all facilities.
- Formulated pricing and coordinated club-level marketing strategies. Served as corporate executive responsible for customer relations.

**ADDITIONAL EXPERIENCE**

- Founded and operated private commercial fitness center. Grew to three facilities. Supervised staff of 80, coordinated two expansion projects, and built business to profitable level ahead of forecast.
- Served as Senior Economist for Federal Trade Commission's Bureau of Economics. Conducted research to assist antitrust cases. Carried out major studies on consumer protection issues, and worked on Trade Regulation Rules projects.

**EDUCATION**

- **BBA in Economics, Boston University**, Boston, MA. Graduated with Honors, earned Dean's Scholarship Key Award and Wall Street Journal Student Achievement Award.

**PROFESSIONAL DEVELOPMENT**

- Four years graduate studies in Public Finance and Industrial Economics at University of Virginia.
- Corporate training in Management, Sales, Marketing, and Personality Profiling.
- Extensive studies in Aerospace and Physics, Georgia Institute of Technology.

**COMPUTER SKILLS**

Word, Excel, Project, Access, Internet

**PROFESSIONAL ORGANIZATIONS**

American Economics Association