

VP OPERATIONS - GENERAL MANAGER

Integrated Operational Management ♦ Leveraging Opportunities ♦ Inspiring Performance

Fiscal champion with diverse operational and human resource development experience within construction industry operating billion-dollar organizations. Lead strategic planning to attain and exceed corporate goals in a range of economic climates. Forward-thinking innovator and skilled negotiator with relentless commitment to organizational excellence.

Leverage risks and strengths to design integrated, effective solutions that exceed **150% of corporate objectives**.
Conduct conscious risk/reward analysis leading to quick and powerful decision-making and **27% risk reduction**.
Engage on front lines to empower team members, resulting in **productivity gains of 40% YOY**.

AREAS OF EXPERTISE:

- | | | |
|--|---|--|
| <input checked="" type="checkbox"/> P&L and Budgetary Direction | <input checked="" type="checkbox"/> Sales & Revenue Improvement | <input checked="" type="checkbox"/> Human Resource Management |
| <input checked="" type="checkbox"/> Profit Margin/Volume Expansion | <input checked="" type="checkbox"/> Team Building | <input checked="" type="checkbox"/> Strategic Planning & Forecasting |
| <input checked="" type="checkbox"/> Customer Satisfaction Enhancement | <input checked="" type="checkbox"/> Multi-Division Operational Leadership | <input checked="" type="checkbox"/> Contract Structuring & Negotiation |
| <input checked="" type="checkbox"/> Financial & Legal Compliance | <input checked="" type="checkbox"/> Sales Training & Accountability | <input checked="" type="checkbox"/> Pricing Analysis & Process Improvement |
| <input checked="" type="checkbox"/> Municipality & Community Relations | <input checked="" type="checkbox"/> Cycle Time Efficiency | <input checked="" type="checkbox"/> Innovation & Product Growth |
| <input checked="" type="checkbox"/> Land Acquisition & Development | <input checked="" type="checkbox"/> Purchasing & Estimating Involvement | <input checked="" type="checkbox"/> OSHA Safety Supervision |

CAREER PROGRESSION

FATHER AND SON HOMES

December 2006 – January 2011

[25th largest home builder in United States.]

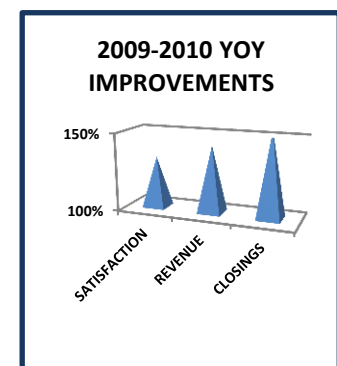
Vice President, Illinois Division (June 2009- Jan 2011)

Independently designed and implemented operational direction for Illinois Division to unprecedented total of \$42,000,000 in revenue YOY, while overseeing 50+ direct reports and 400+ associates.

- Engineered marketing and financial transition to brand the existing “Vantage Homes” to “McBride and Son Homes” with limited and minimal internal and external obstacles.
- Piloted re-structure of product types and land positions that **limited risk potentials by 27%, increased closings by 51% (183 to 276)** and ensured continued growth and improvements in volume, revenue and customer satisfaction.
- Continually outperformed P&L budgets and forecasts, enhancing lender relations and cash flow position.

SALES & CUSTOMER SATISFACTION IMPROVEMENTS:

- Drove reorganization of Illinois Division into a **35% market share player with productivity revenue gains of 40%**.
- Implemented 12-week Sales Management Training program focused on customer satisfaction, contract negotiation, and construction and land development procedures.
- **Restructured 30% of division holdings** through plat re-engineering, product mix and creative marketing initiatives, transforming previously non-performing communities into thriving revenue producers.
- Engaged municipal leaders and HBA affiliates to bolster relations and firmly establish McBride and Son Homes of Illinois as the leader in residential construction.
- Formulated preferred lender and broker program to offer clients a seamless and enjoyable sales experience, resulting in **78% lender capture rate and 39% reduction in contingencies**.
- **Shrank average delinquent service list from 160 units to less than two** through creation and oversight of new customer service processes.
- Enriched customer relations through Sales and Construction Manager personal follow up; designed a referral program resulting in a **30% increase in willingness-to-refer rating and 34% referral participation**.
- Contracted an accredited HOA Management company that spurred improvements in homeowner relations, response time and financial position through supervision, contract negotiations, and customer service.
 - **Returned income statement savings and retained earnings increase of 15%.**
 - **Cut homeowner assessments by 20%**, escalating community marketability.



CAREER PROGRESSION (CONT'D)

FATHER AND SON HOMES (CONT'D)

General Manager, Kentucky Division (March 2008- June 2009) & St. Louis Division (Dec 2006-March 2008)

Implemented extraction program for Kentucky Division designed to leverage ongoing relations with clientele, municipalities, marketing affiliates, vendor/subcontractor base and financial partners for completion and close-out of all vertical construction (emphasis on long range planning for horizontally controlled land positions). Directed improvements in ongoing operations for St. Louis Division.

RISK MANAGEMENT ACHIEVEMENTS:

- Prioritized and completed closings on 183 contracted vertical units, meeting all margin goals and time frames.
- **Reduced land holding position 22%, G&A expenses \$1,200,000 and interest carry by \$240,000.**
- Established controls for Homeowner Associations to **limit financial involvement by 95%** while retaining declarant rights for present and future protection. Ensured legal compliance with governing documents.
- Launched customer service program that ensured homeowner confidence in warrantable item completion and **reduced overhead and direct expense 150%**, utilizing innovative contracted outsourcing agreement.

OPERATIONS ENHANCEMENTS:

- Maintained highest profit margin in company (26.3%) while managing 16 communities comprised of Condo, Villa, Row-Home, Single Family, and Single Family Luxury product.
- Developed high end villa design with amenities congruent with the "baby boomer" retiree lifestyle. **Sold all 26 units in 9 months with average revenue of \$485,000 and average gross margin per unit of \$135,000.**
- Created new budget and forecasting tools implemented companywide to project absorption, profitability, cash flow management and WIP analysis.
- Negotiated vendor/subcontractor pricing agreements to include extended payment provisions (additional 30 day terms). Mitigated direct costs (18% avg.), and upgraded base features at no additional expense.
- Overhauled home purchase process to increase option selection availability and streamline customer and lender/title company communication systems, **returning an additional \$6,500 per unit at closing.**

MCMANSION HOMES, INC.

Vice President (VP) of Operations, Orlando Division

December 2005-December 2006

Oversaw and educated leadership team of 18 managers and VPs, including VP Finance, VP Sales and Marketing, VP Construction, VP Purchasing, Land Resource Manager, Architectural Coordinator, Permitting Manager, and Human Resource (HR) Manager. Held primary accountability for P&L, sales, and shareholder and financial reporting. Specialized in land contract negotiation, restructuring and risk management in compliance with Sarbanes-Oxley and asset protection.

FINANCIAL ACCOMPLISHMENTS:

- **Advanced profit margin 22% and reduced land position risks by 34%.**
- **Grew closings 15%** (1,117 to 1,283), with **revenues in excess of \$240,000,000. Improved ROA 6% (86.2 to 91.5).**
- Solidified relationships with developers and banks. Created off balance sheet opportunities for 26 of 78 land positions, leveraging pro-forma borrowing ability and maximizing cash balances.
- Secured backlog and minimized impact of economic downturn by negotiating contract terms and protecting capital investments. **Averted potential loss of 392 contracts** on spec and to-be-built purchases.
- **Slashed permitting costs 47%** by mastering approvals and streamlining packaging submittals, reducing cycle time.
- Advised CEO and George Wimpey, PLLC Board of Directors of key company activity and shareholder earnings.

"BRAD'S FINANCIAL ACUMEN AND NEGOTIATING APTITUDE IS SURPASSED ONLY BY HIS ABILITY TO CULTIVATE AND INSPIRE EXCEPTIONAL TALENT TO UTILIZE THEIR STRENGTHS TO ACHIEVE EXCELLENT PERFORMANCE."

- *PETER PRESTON, MANAGING PARTNER, REALINVEST*

CAREER PROGRESSION (CONT'D)**HOUSE BROTHERS, INC.****Senior Project Manager, SW Florida Division***October 2003-December 2005*

Guided team of Land Development Managers, Project Managers, Sales Managers, and Construction Managers with accountability for complete operations (sales, profitability, land acquisition and development, estimating, purchasing, contracting, construction, and financial accounting) in six communities.

VALUE ADDED DEVELOPMENTS:

- Oversaw settlement of six land acquisitions with land use and profitability mix developed through master competitive analysis and profitability evaluations.
- In collaboration with land development managers and engineers, planned 463-unit community with grand opening result of 174 contracts. Designed community layout, features and floor plans along with overall land development strategy.
- **Reduced direct and indirect over-budgets to less than 0.5%, cycle time by 15%, and accounting errors and G&A variances to less than 1%.**
- In highly competitive market, recruited, interviewed and contracted **47** major subs and vendors; hired and retained **15** key employees.

SINAI BUILDERS, INC.*[Residential custom home building and land development company with revenues of \$7,000,000.]***President, Owner - Custom Home Builder, Lexington, KY***May 1989-October 2003*

Crafted vision and led reinvention of company as it pioneered a fully custom consumer-driven process unique in marketplace. Maintained complete operations autonomy while designing, developing, contracting and completing scattered and community projects ranging in scope from \$285,000 to \$1,400,000.

PROGRESSIVE INITIATIVES:

- **Rocketed company revenues from \$1,000,000 to \$7,000,000 per year**, multiplying annual closing pace from 4 to 20.
- Partnered with local and national suppliers to expand brand awareness through reciprocal marketing strategies.
- Obtained creative financing for **18 to 26** pre-sold and speculative projects per year by broadening lender base.
- **Reduced direct expenses 12.8% annually** through favorable supplier pricing, clearly defined scopes of work, and enhanced cycle time efficiency.
- **Raised net profit \$154,000 annually** by negotiating reduced interest rates, points and fees.
- Boosted sales revenues **35%** in established custom market by offering creative highly desired product.
- Implemented clear, reliable warranty program that **returned 14% cost savings** and **inspired 96% willingness-to-refer**.

EDUCATION**UNIVERSITY OF ST. LOUIS**

Bachelor of Science, Business Administration/Finance

UNITED STATES NAVAL ACADEMY**CERTIFICATIONS**

**OSHA 10-HOUR CERTIFICATION
CERTIFIED PROJECT MANAGER
RED CROSS FIRST AID & CPR CERTIFICATION**