

Shaun Richard Smith

Executioner | Mr. Clean | Margin-Maker

My legacy is the companies I help build. As a C-level financial and operational executive, I help define the company's goals and create and manage the right systems and processes to reach those goals efficiently and profitably. I recruit and coach a great team of people – ensuring that we have the right capabilities and commitment to fulfill the company's mission.

Experience

LEADAS BUSINESS ADVISORS – STRATEGIC CONSULTING FIRM

FOUNDER (2008 – PRESENT)

Profitability Coach and Outsourced Chief Operating Officer.

Author of *Superstars + Shortcuts: Transform Your Business with People & Systems*.

Public speaker (keynote speaker for trade associations, financial institutions, business groups reaching thousands).

Developed model to help business clients (1 – 100 employee companies) increase profitability by as much as 300%.

CREMA RESTAURANTE – GOURMET MEXICAN RESTAURANT

CHIEF OPERATING OFFICER AND OWNER (2005 – PRESENT)

Co-founded award winning restaurant, with celebrity Chef Julieta Ballesteros.

Raised seed capital, managed investors, hired and trained team.

Reached profitability in less than 3 months, managed operations profitably for 5 consecutive years.

JEREMY SIEGEL.COM – LEADING MARKET ECONOMIST AND FED WATCHER

CHIEF OPERATING OFFICER AND DIRECTOR OF BUSINESS DEVELOPMENT (1992 – PRESENT)

Developed and executed Internet based business model.

Created recurring revenue stream with 75.3% profit margin. Built up to 30k subscribers.

ACTION COACH – BUSINESS COACHING

FRANCHISE OWNER: (JUNE 2005 – NOVEMBER 2009)

Named one of the top 10 coaches in North America.

DANIEL H. COOK ASSOCIATES, INC. – THIRD PARTY ADMINISTRATION FIRM

VICE PRESIDENT OF OPERATIONS & FINANCE (2001 – 2005)

Doubled firm's revenues in 2 years.

Scaled staff of 40 and back office systems to meet the needs of the growing business.

IRON STREET LABS – INTERNET INCUBATOR IN SILICON ALLEY

DIRECTOR OF BUSINESS STRATEGY (2000 – 2001)

Developed business plans and financial models that raised \$7 million in capital.

Served as Interim CEO for first incubate.

Built fulfillment and distribution center and headquarters.

GOLDMAN SACHS GROUP, INC. – INVESTMENT BANKING DIVISION

BANKER MODEL SPECIALIST (1998 – 2000)

Constructed pro-forma models for Mergers and Acquisitions.

J.P. MORGAN – SALES AND TRADING DIVISION – MARKETS TRAINING PROGRAMS

CO-MANAGER OF TRAINING PROGRAM (1994 – 1998)

Managed 50+ bank professionals.

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OLIVER, WYMAN, & CO. – FINANCIAL SERVICES AND INSURANCE CONSULTING FIRM

STRATEGIC CONSULTANT (1995 – 1996)

Conducted custom consumer research for large financial institutions to launch new products and develop new pricing models.

Volunteerism

KUN-YANG LIN/DANCERS, PHILADELPHIA

PRESIDENT OF THE BOARD (2004 – PRESENT)

Company toured internationally, built half-million dollar dance and movement center.

372 FIFTH AVENUE OWNERS INC., NEW YORK

PRESIDENT OF THE BOARD (2006 – PRESENT)

Ran with balanced budget. Avoided threatened lawsuit. Collected delinquent debts.

RACOCO PRODUCTIONS, NEW YORK

TREASURER OF THE BOARD (2002 – 2010)

Over 30 performances in India and domestically. Named top 10 dance performances by NY Times.

A PIECE OF WORK THEATER COMPANY, INC., NEW YORK

CO-FOUNDER, CHIEF FINANCIAL ADVISOR, PRODUCER (1998 – 2001)

Raised hundreds of thousands of dollars and opened 5 off-off Broadway productions.

Testimonials

“Most business leaders have a vision, but often fall short somewhere in the execution process. Shaun's expertise is helping entrepreneurs create systems that will allow them to operate more efficiently, enabling them to spend more time on their vision and less time on administration and other things most business owners don't like dealing with.”

PR Consultant

“I saw the value of the systematic approach to revenue and profit generation.”

Business Broker

“Shaun helped me when I was at a breaking point in my business - I was either going to grow or fail. I met him at just the right time and we put systems into place so the business could run almost on its own.”

Owner of Graphic Design Firm

Education

UNIVERSITY OF PENNSYLVANIA, PHILADELPHIA, PENNSYLVANIA (GRADUATED: MAY 1995)

THE WHARTON SCHOOL AND THE COLLEGE OF ARTS AND SCIENCES

BS in Economics, Finance - Summa Cum Laude, with honors

BA in Theatre Arts - Summa Cum Laude, with honors

WHARTON EXECUTIVE EDUCATION – WHARTON DIRECT, NEW YORK, NEW YORK (1998)

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