

BRACY WILSON

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COO

Strategic, visionary leader with extensive history of significantly elevating organizational revenues, profitability, and growth by driving all aspects of daily operations, including sales, marketing, CRM, and business development. Record of successfully orchestrating dramatic operational and financial turnarounds. Adept at developing and implementing strategic plans and financial processes that mitigate risk and promote company's core values and culture. Proven ability to identify new markets, forge strong strategic partnerships, implement robust process improvements, and manage complex projects to successful completion. Excel at overseeing organizational FP&A, implementing financial controls, and ensuring compliance with GAAP standards. Record of leveraging "hands-on" management style to provide motivational leadership and training to empowered, high-performance cross-functional teams. Recognized by colleagues, customers, and stakeholders as a dynamic, analytical problem-solver with exceptional relationship-building, collaboration, and communication skills.

SELECTED AREAS OF EXPERTISE

Strategic Planning & Analysis | Operations Leadership | FP&A | Financial Controls | Forecasting | Budget Development & Management | Capital Structure Analysis | Process Improvement | Full Scale Project Management | Program Administration | Cross-Functional Team Leadership, Training, & Development | Sales & Marketing | Market Analysis | Business Development | CRM | Client Engagement | Strategic Partnerships | Stakeholder Relations | Regulatory Compliance | Change Management | Risk Mitigation | Solutions Development | KPI Analysis | Proposal Development | Contract Negotiation | Vendor Relations

Technical Proficiencies: Salesforce | QuickBooks | Wix | MS Office Suite (Word, Excel, PowerPoint, Outlook) | MS Teams

SELECTED PROFESSIONAL HIGHLIGHTS

- Saved company from closing by rebuilding client base from \$0 to \$1M. (*American Signs*)
 - Credited for building a strong \$1.1M book of business. (*Heritage Construction*)
 - Devised and implemented multi-year revenue growth strategy that resulted in a \$1M / 44% increase from 2022 to 2023, and 38% increase from 2023 to 2024. (*American Signs*)
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PROFESSIONAL EXPERIENCE

AMERICAN SIGNS – Plano, TX

\$1M full service, licensed provider of exterior signage; a Kinsman Ventures company. 05 / 2019 – Present

President / Director of Operations

Turned around and subsequently oversee all business operations, including accounting, finance, operations, HR, IT, Sales, Marketing and CRM; lead all strategic planning.

- Leverage sales, business development, and marketing skills to identify new clients, present sales proposals, and negotiate / close contracts.
- Forecast and track sales.
- Establish and maintain vendor relationships.

Key Accomplishments:

- As Salesforce SME, developed and implemented all sales processes, which resulted in effective CRM, accurate quote preparation using QB's, and skillful expense management throughout each project lifecycle.

- Ensured integrity of all accounting data by leading initiative to streamline financial reporting / bookkeeping processes, improve accuracy of budgets, and implement more efficient audit control programs.
- Oversaw the development of company website and the creation of a social media / email marketing platform that sends 2M+ emails to clients and contacts each month.

HERITAGE CONSTRUCTION – Frisco, TX

08 / 2017 – 04 / 2019

*A rehab, construction, renovation, and consulting company.***Business Development Coordinator / Sales Representative**

Recruited to oversee the growth and expansion of existing customer base.

- Managed daily client communications to assess project needs, prepare quotes, and close sales for both new multifamily construction projects and remodel / rehab projects.
- Collaborated with project managers to ensure all projects were completed according to defined contract requirements.
- Maintained communications with stakeholders and contractors to track and report project status and achieved milestones to client.
- Facilitated informed strategic decision-making by preparing and presenting accurate sales and financial performance data to senior leadership.

Key Accomplishments:

- Created and implemented marketing campaigns and collateral to promote the company image with new prospective clients, which delivered significant sales growth.
- Developed a multifamily due diligence platform application and implemented with marketing campaign; application utilized at 25,000+ units in two years.
- Drove process to create the firm's first ever database of prospective clients, using CRM platform to track sales process.

HELP CHARTERS, LLC – Plano, TX

07 / 2009 – 04 / 2019

*An organization that established and operated charter schools in Texas, California, Florida, and South Carolina.***Founder / President / Owner**

Recruited and led board of directors to create the company; oversaw the entire development.

- Directly oversaw the development and administration of an annual budget.
- Consulted school leadership teams on planning and coordinating daily school operations, establishing new procedures, and ensuring all operations adhered to all state / federal regulations; directed the completion of all state required reporting.

Key Accomplishments:

- Secured funds to finance the acquisition, buildout, remodel, and opening of charter school buildings.
- Built strong program that educates 25K+ students at 14 schools in Texas and South Carolina.
- Served as POC in guiding strategic planning to anticipate firms' future needs; recommended strategies that removed potential roadblocks and addressed / resolved all legal issues quickly and effectively.

EDUCATION**Bachelor of Science in Theology**

Nelson University, Waxahachie, TX