

BRUCE T. MELLON, MBA, CTP

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SENIOR FINANCE EXECUTIVE

Treasury & Finance Management ♦ Investment Management ♦ Strategic Decision Making

Municipal Finance Officers Association (MFOA) Distinguished Budget Award Winner for 5 Consecutive Years
California Department of Finance and Administration 2005-2006 Budget Award Winner
Laser Solutions Employee Star Award Winner for BPR Leading to 60% Cycle Time Reduction

Highly acclaimed, multilingual Senior Executive with a record of excellence in all areas of **Finance and Treasury Management** supported by strength in **sales, marketing, public relations / communications, and business administration. Visionary change agent** who builds and leads motivated teams to drive organizational success within diverse industries and sectors, across domestic, international, and emerging markets, and in the face of challenging economic conditions. Fluent in English, well-versed in Spanish and French. **Online background verification report available for review.** *Areas of expertise include:*

- Strategic Planning
- Cash Management
- Special Projects
- Entrepreneurship
- Public Relations
- Financial Markets
- Budget Planning & Forecasting
- Performance Management & Measurement
- Generally Accepted Accounting Principles (GAAP)
- Policy & Procedure Development
- Business Process Improvement / Reengineering
- Sales Training and Leadership
- Financial Analysis & Reporting
- Team Building & Motivation
- Revenue Cycle Management
- Cost Control & Reduction
- Variance & Trend Analyses
- Market Share Expansion

PROFESSIONAL EXPERIENCE

COUNTY OF SONOMA – Sonoma, CA

2004-Present

Government Agency responsible for administration of public works, law enforcement, public safety, electric, gas, water, and sewer utilities, and related community services, with \$60 million in annual revenues and 700 full-time employees.

Senior Budget Analyst (2005-Present)

Management Analyst (2004-2005)

Progressed rapidly to Senior Budget Analyst to manage Performance Measurement and Accountability system across 60 government departments and programs. Conduct budget, revenue, and variance / trend monitoring and analysis of performance and operational results, and provide associated semi-annual reports to government officials and the public. Develop annual Capital Improvement Plan, as well as Management Discussion and Analysis (MD&A) for Comprehensive Annual Financial Reports. Play key role in development of biennial Community Citizen Survey, attainment of Fire Department's accreditation, and related functions.

- **Developed and implemented enterprise-wide Performance Management / Measurement System** in 18 months' time.
- **Effectively secured \$3.2 million in grants** despite severe budget constraints.
- **Developed \$350 million ten-year Capital Improvement plan** with public and municipal input, **\$85 million in tax-backed financing, and identification of \$40 million in operating impacts** across 15 major construction projects.
- **Provided strategic operational input** including RFP Scope of Work, vendor selection, and **subsequent \$455K Professional Services Agreement.** Played key role in vendor relationship management and development of final project report.

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LASER SOLUTIONS, INC (Wholly owned subsidiary of Digital Imprints, Ltd.) – Athens, GA 2000-2003
Leading provider of document management services and printing solutions with \$2 billion in annual revenues and locations across the US, Canada, and Central America.

Business Analysis Manager

Provided direct oversight of a Market Analysis Manager and a Marketing Business Analyst. Prepared and presented sales, economic, market, competitive, and trends forecasts, analyses, and plans to senior-level executives, directors, sales professionals / trainees, shareholders, and industry analysts, synthesizing data to support improvement recommendations. Collected BI data from industry reports, field reports, and public information. Provided 2 executive teams with support and thought leadership to improve business processes. Represented company as Competitive Analyst at technology tradeshow and showcases.

- Conducted Customer Conversion Campaign analysis that **doubled High Impact new account unit sales, increasing them by over 9% in the first year, and driving U.S. market share from 3.5% to 4.8%** within 18 months' time.
- Provided valuable recommendations leading to a **\$2.3 million cumulative reduction in 2001 and 2002 corporate marketing budgets.**
- **Quantified market saturation leading to salesforce reduction,** streamlining operations and cutting costs.
- Co-authored a white paper **spearheading creation of the \$75 million Laser Healthcare Sales Organization.**
- Championed an innovative product mix propelling a hardware **sales volume increase of greater than 20%** over an 18-month timeframe.
- Spearheaded conception and implementation of an **improved unit sales planning and analysis process.**
- **Played key role in development of a profit-building proprietary statistical performance report** measuring territorial sales production against BSC objectives.

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*Prior role as **President / CEO** of Columbia Fine Art, Sonoma, CA*

EDUCATION AND CREDENTIALS

M.B.A. in Marketing Management & Management Information Systems (1999)
DeVry University, Keller Graduate School of Management – Columbus, OH
GPA 3.60

B.S. in Diplomacy & Foreign Affairs – Minor in Economics (1991)
Miami University – Oxford, OH

Professional Development:

Program Evaluation & Auditing ♦ Project Management
Crystal Reporter, Levels 1 and 2

Licensure:

Certified Treasury Professional

Professional Affiliation:

Association for Financial Professionals

Technical Proficiencies:

Microsoft Office (Advanced Excel); BRASS; Cayenta FMS; BusinessObjects