

O. JEFF SMITH

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DIRECTOR OF OPERATIONS | COO

High impact, analytical and engaging operations leader who accelerates organizational growth and performance, operations, staff development, sales, quality, risk management, and customer service. Proven record of generating revenue growth with an entrepreneurial spirit aimed at business development, project delivery, client stewardship, innovation, and business transformation. Has earned accolades as a passionate servant leader that enthusiastically develops and leads diverse teams to achieve outstanding results with integrity and persistence.

EXPERTISE

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|---------------------------------|---|-----------------------------|
| • Strategic Planning | • B2B & B2C | • Multi-Site Operations |
| • Commercial Project Management | • Startups | • Training & Development |
| • Water & Wastewater Operator | • Store Design, Construction & Openings | • Purchasing |
| • Human Resources Management | • Reorganization | • Non-profit |
| • Facilities Management | • Capital Fundraising Expertise | • Strong Negotiation Skills |
| • Convention & Event Planning | • Risk & Compliance | • Compliance |
| • Budgets & Cost Controls | • Communications Management | |

STRENGTHS

- Transforming business processes and vision for optimal growth.
- Negotiating contracts and requirements with government and private vendors.
- Presenting solutions and training to multi-level and multi-industry clients, teams, and leadership.
- Executing and collaborating on strategic process improvements.
- Motivating a culture of excellence with integrity, passion, and servant leadership.

PROFESSIONAL EXPERIENCE

BLACKSMITH ENTERPRISES - FRISCO, CO

05/2015 – Present

Business Research and Development: Startup company with a vested interest. Creation of a new product for a worldwide introduction. Marketing management including website design and engineering. Oversight of business planning, research and development, testing, team building, and investment contracts. Logistics management including patents and business establishment and licensing.

- **Developed a patented product and production protocols in preparation for the launch.** Leveraged a network of colleagues to develop a multi-faceted team of experts to facilitate international distribution.

FIVE STAR PROPERTIES BRECKENRIDGE - BRECKENRIDGE, CO

05/2015 – 12/2019

Director of Operations, Business Development: Led commercial business development, owner relationships, logistics for all sales sowings, seasonal maintenance, and housekeeping. Acquired new rental properties and coordinated special projects and events.

- **Spearheaded the implementation of the “Flex Pricing” software model growing off-season revenues and serving as a company standard.** Consulted with a developer to set up a program to determine local levels of occupancy daily for competitors, using the data to create a variable price to flex and attract visitors.

TURTLEBACK MOUNTAIN RESORT DEVELOPMENT - NM

03/2006 – 01/2015

Business Administrator – Real Estate Development: Recruited to implement and lead the resort infrastructure and golf course construction. Leader of operations development, management, and land development for 1,200 home sites. Qualified team formation including recruiting, hiring, and training six department managers. Logistics for construction, retail, F&B, P&L budget management, and served as the alcohol license representative. Established a marketing program to launch special event sales that included golf outings, weddings, and fundraisers.

- **Built, managed and set up the retail golf shop maintaining annual revenue increases over 9% YOY.** Developed a board of directors' team that included Guy Wimberly, former PGA president to serve as the Director of Golf. Collaboratively created a "Top 10 course in New Mexico" as named by Golf Digest.
- **Coordinated an LPGA golf tournament attracting over 4000 people, including celebrities, professional golfers, and broadcast on the "Golf Channel".**
- **Created, built, and set up the restaurant recruiting the famous Executive Chef, Tom Agius from Detroit.**

TIGER RUN RESORT – BRECKENRIDGE, CO

08/1996 – 03/2006

General Manager – Real Estate Development: Responsible for oversight of all office operations, seasonal reservations, Land Development, and Team Building. Developed Colorado's Premier Mountain Resort and the Real Estate Development of 184 Exclusive RV sites and rental cabins. Led the project, budget, and logistics for all phases of construction. Managed 400 Commercial and Private properties.

- **Increased revenues for RV and long-term cabin rentals over \$675K annually.** Created and shifted the mind-set of a four-month season with training and a marketing campaign.
 - Trained staff on proper RV winterization for all-season usage.
 - Marketed to Ski Season clientele netting 70 full-time renters for the entire ski season.

EDUCATION & CERTIFICATIONS

Bachelor of Computer Science (BCS) in Computer Science, Computer Engineering | Tampa Tech University

Associate of Science (AS) in Physical Therapy/Therapist | Palm Beach School of Physical Science

Undergraduate Studies; Indian River State College

State Certification Operators License in Water and Wastewater Treatment | University of Colorado Boulder

Business Administration & General Managers Operations Program Certification | National Golf Foundation

AFFILIATIONS

New Mexico: New Mexico: Lodgers Tax Board Member of Sierra County.

State of Colorado: Commercial Pool Operator, State Certified for Public Pool / hot tub operations for public safety.

State of Florida: License, Physical Therapy and Massage.

National Safety: CPR Certified Propane Dispensary Certification. Public Safety

Heavy Equipment Operator: Over 20 years' experience

Technical - Experience Factors - Personal Qualities: Microsoft Office Suite, Microsoft Dynamics, Microsoft Excel, Microsoft Word, Microsoft PowerPoint, Reservation Software, Streamline vacation software, Lightspeed, Golf Reservation, Restaurant and Bar POS, Micros, Guest Tracker, Cost Control, Accounting, C-Level Decision Support, Corporate Communications, Contracts, Corporate Partnerships, Compliance, Audits, Conflict Resolution, Reorganizations, Pricing, Performance Metrics, KPI, HR, Infrastructure, Leadership Development, Office Management, PR, Process Design, Professional Staffing, Real Estate & Leasing, Retail Operations, Retention, Sales Support, Scrum, Strategic Growth Planning, Vendor Relations, Transportation, Shared Services, Risk Management, Startups, Staff Development, Strategic Alliances, SWOT, System Development, Technology, Financing, Transaction Processing Systems, Regulatory, Manage Cash Flow, Financial Reporting, Oral Communication Skills, Inspire, Delegate, Cost Effective, Profit & Loss, Reliable, Work Under Pressure, Communication Skills, Confidence, , Record Keeping, Strategic Direction