

PHILIPPE (PHIL) RAY

Golden, CO | (303) 810.0200 | <http://philipperay.workfolio.com/> | <https://www.linkedin.com/in/philippe-phil-ray>

DIRECTOR OR VP – SALES, MARKETING, OPERATIONS, BUSINESS DEVELOPMENT

Dynamic, creative business leader driven to overcome obstacles. Proven record of results in communication, thought leadership, sales, marketing, and team leadership. Successful operations and administrative business management with experience in higher education, transportation, and new business development for large and small businesses.

Honorable discharge, U.S. Army

EXPERTISE

- P&L Budget Management
- Expense Management
- IT Asset Management
- Strategic Planning
- Contract Negotiation
- Business Development
- Marketing & Sales
- General Management
- Multi-Site Operations
- Education Program Management
- Customer Retention
- Workforce planning & Development
- Facilities Management
- Logistics, Procurement & Supply Chain

ACHIEVEMENTS

- Exceeded 14 state territory, quota, pipeline development, and account renewal goals by 200%.
- Introduced best practices that exceeded all service level agreement (SLA) goals and converted \$100K performance liabilities to performance bonuses.
- Developed channel partner strategy resulting in consistent national service and support.
- Closed, managed, developed \$24M GE capital account with a \$10M inventory management requirement, 75,000 annual service call requirement, and \$100K monthly performance-based penalty / financial reward stipulation.
- Started, owned, operated a \$1.1M annual revenue career technical school and fitness center in two cities, serving over 2,400 students from 21 different countries and achieving accreditation and positive recognition from two accreditors, three federal, four-state, and two local government entities.

Professional Experience

NATIONAL PERSONAL TRAINING INSTITUTE OF COLORADO – PERSONAL BEST FITNESS CENTER May 2003 to Current

President / Founder: Responsible for *\$1.2M annual P&L for 16+ years*, and the generation of *gross revenue over \$12M* while managing over 100 students, instructional & administrative staff, contractors, and suppliers/vendors in two cities. Co-located with the Personal Best Fitness Center, NPTI Colorado enrolled more than 2,300 students from 21 different countries. Responsible for a *\$500M - \$600M annual payroll* for three new businesses in two locations, 18 - 20 W2 and contract employees, to include variable and fixed compensation, bonus plan, payroll taxes, recruiting, personnel development, industry certification, insurance, and other employee benefits. Developed curriculum, continuing education, grading system, and clock hour tracking for the complete personal trainer education program.

- Streamlined processes for consistent performance to meet strict accreditation compliance goals through measurable cost reductions, increased revenue and decreased risk of financial performance penalties.
- Ensured consistent documentation and records management reduced waste and accidents.
- Developed industry reputation for the best professional education and revenue-producing graduates.
- Implemented Best Practices and Automation.
- Introduced synergistic systems and technology platforms for maximum productivity gains
- Led 90% migration of web to cloud-based databases and applications.

OTHER PROFESSIONAL EXPERIENCE

GE Capital – IBM Global Services

Executive Account Manager; Senior Sales & Marketing Representative; Sold service-based products new contracts and renewals including GE Capital's single largest account, *Apollo Travel Services* aka COVIA computer reservation system. Fiscal responsibility for service level agreement (SLA) management, account profitability, inventory management, service call management, and customer executive presentation. **Exceeded territory, quota, and account renewal goals by 200%.** Presented with an annual goal of \$750,000 - \$1.5M in annual business sales/renewals for a geographically dispersed territory. Identified and signed one of the largest accounts at the time, Texas Utilities. Repeatedly met annual new business revenue targets and existing business renewal targets while then managing to operations Service Level Agreement (SLA) goals.

- **Introduced best practices that exceeded all Service Level Agreement (SLA) goals.** Tensions were high due to failed Service Level Agreement goals for the first three years of the COVIA - Apollo Travel Service agreement. Transitioned from sales to operations by taking on the COVIA - Apollo Travel Services account. During the first 24 months, visits were made to every internal and external manager from the "C" level to warehouse managers from New York to Guadalajara, Mexico to successfully turn the account around. Introduced multiple best practices to improve consistency and performance.
- **Developed channel partner strategy resulting in consistent national service and support.** Capitalized on a unique opportunity to offer on-site services for PC clone, POS, and other microcomputer-based, application-specific product manufacturers including PC Limited in Austin, TX (a/k/a Dell Computer).

Business Development Manager, Perot Systems Corporation (IT outsourcing services)

Executive Sales - Marketing Manager, Electronic Data Systems (EDS) (IT outsourcing services)

EDUCATION

Bachelor of Arts (BA), focus **Communications and Business,** The University of Texas at Arlington
General Studies, U.S. Military Academy (USMA) at West Point and US Military Academy Preparatory School, Fort Monmouth, New Jersey

CERTIFICATIONS

How to Start and Grow a Business, Southern Methodist University – Cox School of Business
Sales, Marketing, Outsourcing & Business Operations, Electronic Data Systems (EDS) Marketing Development Program

Fundamentals of Federal Financial Student Aid – U.S. Department of Education

Consultative Selling, GE Crotonville

Technology Toolbox: CRM, MindBody Point of Sale (POS) system, QuickBooks, Salesforce, Constant Contact, eProcessing, Microsoft Office Suite (Word, PowerPoint, Excel, Windows), Mobile Applications, ACT! (CRM/client management), DropBox, STARS (proprietary Student Tracking and School Management System), IDEA, PTontheNet on-line personal trainer library systems, ACT!