

# Benjamin D. Goss ♦ Resume

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## BRIEF SUMMARY

Whether it is driving top-line sales revenue, or understanding and minimizing the cost of sales to enhance the bottom line, your company will find that my results driven philosophies reap financial results. Whether it has been in a single market, in a region with multiple markets, or in multiple markets across the nation, for the past twelve and a half years I have consistently utilized solid management experience and motivational methodologies to generate the right kind of activity and excellent decisions on the part of the teams that I have worked with. I will do the same for your company.

## PROFESSIONAL OBJECTIVE

Find a company that provides an excellent match for my aggressive entrepreneurial spirit and offers the opportunity to consistently provide executive level execution for skills attained in marketing, communications, sales, collections, Human Resources, managing multiple direct reports, training & development.

## HISTORY & EXPERIENCE

**OCT 2012 to PRESENT**

**IMPACT RESTORATION, INC (a.k.a. Impact Management & Consulting, LLC)**

**EXECUTIVE VICE PRESIDENT**

- Selling project manager with property loss insurance claims experience
- Qualifying Party for Class A Building Contractor licensure
- Responsible for ensuring that all projects meet building code requirements in multiple jurisdictions
- Direct sales involving both business to consumer (B2C) and business to business (B2B)
- Responsible for managing entire construction claims process including:
  - Detailing damages & associated costs to insurance companies & customers
  - Hiring & management of all subcontractors
  - Ensure proactive liaison with clients and their insurance companies
  - Responsible for managing all aspects of profit and loss
  - Ensure proactive collections process to close projects out successfully
  - Familiar with estimating roofing, painting, drywall, framing, gutters, windows and doors
  - Estimated & worked with residential, commercial, industrial, and multi-family projects
  - Use Xactimate software for writing estimates
  - Operated Thermographic Infrared Cameras and moisture meters to document damage to property
- Enable property owner's the peace of mind for having one primary contact for complete project
- Project management includes quality control of all aspects of each job
- Responsible for training new selling project managers
- Responsible for advance team assessment of storm damage immediately following catastrophic events
- Responsible for coordinating licensing & registration in multiple states and jurisdictions

**JUN 2010 to OCT 2012**

**INFINITY ROOFING & RESTORATION (d.b.a. Village Construction)**

**REGIONAL MANAGER**

- Selling project manager with property loss insurance claims experience
- Direct sales involving both business to consumer (B2C) and business to business (B2B)
- Responsible for managing entire construction claims process including:

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- Detailing damages & associated costs to insurance companies & customers
- Hiring & management of all subcontractors
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### NOV 2007 to APR 2011

#### **BUSINESS DEVELOPMENT & ECOBOND® LBP PROGRAM DIRECTOR**

##### METALS TREATMENT TECHNOLOGIES, LLC (MT2)

- Primary responsibilities to be proactive in outreach, manage and respond to inquiries
- Generate new leads through market & internet research
- Conducted a study and through implementation of an online CRM provider
- Administrate CRM database
- Involved in creative design discussions to rebrand logo, website, and other marketing materials
- Creative concept & management of company website
- Creative concept & management of two websites for a non-profit which MT2 supports financially
- Event planning and venue coordination for major annual event for non-profit
- Creation of marketing materials, letters, and other correspondence
- Implementation of other e-marketing and internet based programs such as Constant Contact
- Support and itinerary development through the sales process for field sales personnel
- Program Director for the ECOBOND® LBP product line
- Creative development of press releases, establishment of marketing plan and marketing materials with ancillary supporting materials for the ECOBOND® LBP product line.
- Landed distribution agreement with The Home Depot for ECOBOND® LBP.
- Personally worked in laboratory in creating two new and improved formulations of ECOBOND® LBP by tweaking existing formulas with some guidance and direction from senior chemist and paint manufacturer. Resulting commercial-industrial version performed better by a factor of 10 versus original formula.
- Exposed to the formal procurement process including local, state and federal levels - primarily responsible for business development with some estimating and package development

### NOV 2004 to JUNE 2008

#### **REAL ESTATE AGENT/HEAD HUNTER**

EXIT ONE REALTY, Denver, CO

EXIT REALTY Scottsdale

EXIT REALTY Luxury Properties

EXIT REALTY CENTRAL in Maitland, FL

- Responsible for attracting and recruiting agents from other firms as well as newly licensed agents.
- Upgraded and developed a Listing Presentation (Sales Presentation) for the agents to use.

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- Created other professional materials for use in generating leads for sales in real estate.
- Organized and marketed a major recruiting event for the office in July.
- Provide sales training and consulting to the agents that are at the office.
- Designed and implemented several marketing campaigns to attract and retain realtors.

### **JAN 2003 - DEC 2004**

#### **VICE PRESIDENT of BUSINESS DEVELOPMENT & SALES**

##### **SYNERGY DIRECT SALES, INC**

- Successfully negotiated sole source marketing agreements with three different companies
- Successfully negotiated a deal with the 12th largest issuer of MasterCard Credit Cards
- Launched company in July 2003 with \$0.00 start-up capital, began generating revenue in November 2003
- Built, trained, and motivated a nationwide network of over 60 independent sales agents & 5 support staff
- Generated \$60,000 of top line revenue in 2003
- Generated \$850,000 of top line revenue in 2004
- Maintained average gross margin of 35%, and average net margin of 18%
- Developed two complete websites, and all marketing materials required
- Company closed in December of 2004 due to failure of major client

### **AUGUST 2002 - JULY 2003**

#### **VICE PRESIDENT of BUSINESS DEVELOPMENT & SALES**

##### **SUCCESS POS (point-of-sale)**

- Increased sales force from 11 sales representatives and managers to over 80 in four months
- Conducted weekly training and motivational conference calls
- Quadrupled monthly revenue in five months
- Increased efficiency of operations and reduced account processing time from three weeks to three days
- Developed comprehensive and efficient sales and marketing training program for sales representatives and sales managers in 3Q 2003
- Set credit limits and reviewed credit reports for small to midsize retailers as part of managing internal operations
- Grew presence of company from three states to more than fifteen states across the nation, concentrated in major metro markets in five months
- Sourced new technology product that generated more than \$10 million dollars for the company in 2003

### **JANUARY 2000 - AUGUST 2002**

#### **REGIONAL MANAGER, CORPORATE AUDITOR & DIRECTOR of MARKETING**

##### **READY STAFFING SERVICES**

- Managed 6 temporary staffing offices in Central Florida and North Florida
- Reduced overhead by more than 30% in three months
- Increased sales by 102%
- Control of all aspects of sales, collections, recruitment, and customer service operations.
- P&L monitoring and analysis.
- Management of labor force, management personnel, sales personnel, and customer service personnel.
- Direct oversight of major event staffing including the PGA Show, the World of Concrete (two of the largest single-site/event conventions in the world), and the Pepsi 400
- Human Resources responsibilities including, but not limited to:
  - ✓ employment and termination;
  - ✓ development, counseling & encouragement of both core staff and
  - ✓ temporary staff;

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- ✓ training of management, sales representatives, and customer service
- ✓ personnel;
- ✓ employee performance reviews daily and annually;
- ✓ safety orientation and supervision;
- ✓ oversight of workman's comp. issues/management as well as reporting/filing
- New market development involving targeting potential clients through business to business sales, training both management and customer service personnel, tracking and reporting sales activity and results, pro-active in collections, customer satisfaction/retention issues.
- Expanded existing market through new client development and concept development.
- Development and implementation of a field audit form and process; this included trouble-shooting for branches with difficulties in: sales, operations, and collections
- Conducted Sales Training Seminars and Workshops for employees and developed original training and marketing materials for those sessions for Ready Staffing
- Development of new marketing materials redesigning fax coversheets, business cards, tri-fold brochures, pocket folders, promotional items, company and service information sheets
- Designed a gift and incentives program for both employees and clients
- Interfaced with approximately 65 office locations to coordinate all aspects of marketing for a \$100 million company including but not limited to advertising, web site content and design, sales contests, and tracking branch performance in key areas on a daily basis

### **APRIL 1999 - DECEMBER 1999**

#### **SELLING BRANCH MANAGER**

TANDEM, a division of Outsource International

- Managed major event staffing including a Dave Matthews Band Concert in Philadelphia
- Increased billing from \$13,400 per week to \$64,800 per week in gross sales in twelve weeks for the Norristown PA Branch Office; an increase of 469%
- Finished 1999 at 140% of budget
- Control of all aspects of sales, collections, recruitment, and customer service operations.
- P&L monitoring and analysis.
- Management of labor force, management personnel, sales personnel, and customer service personnel.

### **1997 - 1999**

#### **TRAINING BRANCH MANAGER**

LABOR READY

- New property acquisition (leasing): search, negotiation & finalization (before legal review)
- Physical set-up of new locations including layout design, computer wiring and downloads, delivery of supplies, set-up for utilities, and sub-contracting finishing details.
- Managed operation that was #1 in gross sales and #1 in gross profits & net profits in New Jersey in 1998.
- Successfully developed a client base of more than 400 customers in two years and personally increased sales by approximately \$2 million dollars for Labor Ready.
- Control of all aspects of sales, collections, recruitment, and customer service operations.
- Over 55% of work secured was with contractors for a combination of unskilled and skilled trades
- P&L monitoring and analysis.
- Management of labor force, management personnel, sales personnel, and customer service personnel.
- Screened & Trained 14 branch managers in all aspects of sales and operations as a training manager

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## **PRIOR EXPERIENCE – BRIEF NARRATIVE AVAILABLE UPON REQUEST**

Includes 5 year experience with Philadelphia Biblical University  
7 years with the Boy Scouts of America, handled up to 11 direct reports

## **MEMBERSHIPS:**

National Eagle Scout Association (NESA)  
Co-founded a networking group: The Local Referral Network

## **EDUCATION:**

B.S. Bible & B.S. Education: Minor Social Studies Philadelphia Biblical University, Langhorne, PA	Graduated with Honors 1995
Master's in Business Administration (MBA) Regis University, Denver, CO	Graduated High Honors 2010
Doctorate in Business Administration (Candidate) at Walden University, Minneapolis, Minnesota Anticipated Graduation; December 2014	

## **TRAINING & CERTIFICATIONS:**

- Labor Ready Branch Manager Training Program
- Tandem Profit Management Seminar; Tandem Risk Management Safety Certification
- Sexual Harassment Training: BSA, LRI, PCB
- BSA Program Director Training Certification
- Pennsylvania Level 1 Instructional Certification: Secondary Education: Social Studies
- Association of Christian Schools International (ACSI) Level 1 Instructional Certification
- Completion of the Tom Hopkins Sales Management and The Art of Selling programs
- Expired State of Florida Licenses: Real Estate Sales, Mortgage Broker, Series 6 & 63, Life, Health, and Variable Annuities
- Expired State of Arizona License: Real Estate Sales
- John Maxwell Team certified coach, speaker, & trainer

## **OTHER ITEMS OF INTEREST:**

- Proposed and then assisted in developing a nascent placement program that included job search, resume writing, and interviewing skills for undergraduates at PCB.
- Member of the Steering Committee for the PCB Self Study for Accreditation to the Middle States Association (MSA) and the American Association of Bible Colleges (AABC) 1993-1995.
- Familiar with the French language
- Lead consultant for multi-million dollar property loss restoration projects
- Built websites including but not limited to the following: <http://www.benjaminogoss.com>, <http://www.jenniepoppenger.com>, <http://www.butterflypromo.com>.
- Former 2010 Gubernatorial Candidate for the American Constitution Party (ACP) which is the Colorado affiliate of the Constitution Party. Stepped aside for former Congressman Tom Tancredo and helped create the first new major political party in Colorado in more than 150 years.
- Vice Chair of Elections for the ACP (2008).
- Secretary for the ACP State Central Committee JAN 2009 through MAY 2012.

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- Published author; books currently being released: *Rules & Religion: Wrecking America* (SEP 2012) and *The User's Guide to Money & Religion* (OCT 2012) both will be available through Amazon.Com/Kindle Publishing by mid-October 2012.
- Primary organizer of the 2009& 2010 Business Women's Symposium, Denver, Colorado
- Eagle Scout