

Lionel J “Chip” Martoccia III

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Profile

Extensive experience in directing Operations and Project Management with an emphasis on developing and managing process improvements, operational workflows and assuring efficient execution of services. Proven success in directly managing projects as well as creating, developing, staffing and managing an Operations Department. Expertise in managing and maintaining both project-based and department-wide profitability, accountability and efficiency. Experienced in developing and managing technological improvements and procedures designed to improve customer value proposition and customer service experience while increasing departmental efficiencies and lowering company overhead.

Strengths

Articulate Communicator, Proven Conflict Resolution Skills, Respected Team Leader, Accountability Recognition, Excellent Productivity and Time Utilization Habits, Dedicated, Committed, and Honest.

Experience

December 2007 – Present M Power Management Carlsbad, CA

Founder / President

Key Contributions:

- Founded consulting and management company focused on providing clients with diverse services including: business analytics, process improvement measures, operational and execution refinement, technological improvements and project management assistance.

August 1999 – Dec 2007 COBS Homes Carlsbad, CA

Co-Founder / Managing Partner / Executive Vice President, Operations

Key Contributions:

- Manage Operations Department, Construction Support Department and Interior Design Center that oversaw 200 custom, single-family design-build projects annually.
- Designed and implemented guidelines, protocols and technology necessary to coordinate activities of architects, engineers, estimators, material suppliers/vendors, subcontractors, real estate agents and construction loan officers; thus ensuring that all parties were communicating efficiently and focused on common project goals and timelines.
- Reviewed and managed financial forecasts, capital budget, cash flow, pro forma financial statements and monthly P & L for Construction Support Department and Residential Interior Design Center.
- Created, developed and managed vendor network of national, regional and local building material suppliers and oversaw over \$50,000,000.00 of construction material purchasing in 48 states.
- Developed and implemented company Operations Manual essential for managing operational processes, protocols and workflows for customer relationship management, construction material procurement, construction scheduling, construction loan administration and jobsite conflict resolution.
- Wrote and edited all Company publications and documents including Press Releases, Newsletters, Operations Manuals, Business Partnership Proposals, Business Plans/Executive Summaries, Private Placement Memorandums and all other public and private documents.
- Designed and implemented the use of SQL-based CRM tool used to manage and track customer contact information, automated workflows, project management, sales pipeline management and opportunity tracking.
- Assisted in the development, maintenance and redesign of all company related websites including, www.cobshomes.com and www.cobshomeplans.com as well as an industry leading internet-based residential construction cost estimator and internal SQL-based CRM tool.

June 1998 – July 1999

DeGeorge Home Alliance

Carlsbad, CA

Director of Preconstruction Budget Underwriting

Key Contributions:

- Reviewed pre-construction documentation for residential construction project feasibility and Borrower qualifications.
- Developed and underwrote detailed line item cost breakdowns for residential construction projects throughout Southern California.
- Worked directly with executive management team, sales managers, real estate agents, construction support team and loan processing to insure qualified clients had adequate construction budgets and that operational procedures were developed, implemented and followed.
- Left to form COBS Homes LLC.

November 1988 – September 1997 Cycle Science, Inc. Juno Beach, FL

Founder, President

Key Contributions:

- Founded high-end retail sporting good operation and recorded consistent sales and profit increases averaging 15% per year.
- Managed all aspects of day-to-day operations including purchasing, inventory management, accounts payable/receivable, payroll, business partnerships, marketing, employee management, cash flow, working capital and pro forma financial forecasting.
- Took operation from startup to nearly 1 million in annual revenues while maintaining 15-20% growth per year in both gross revenue and net profits.
- Sold business in 1997.

October 1986 – August 1988

Subsea, USA Inc.

Riviera Beach, FL

Director of Sales and Marketing

Key Contributions:

- Managed sales force of 20-30 independent national sales representatives.
- Implemented nationwide sales and marketing campaigns.
- Expanded sales to include mass-merchant retail accounts.
- Coordinated all tradeshow activities.

Education

- 1983–1986 Arizona State University Tempe, AZ
- B.A., Public Programs/Journalism & Telecommunications.
- NCAA All-American (swimming)
- NCAA Scholar-Athlete

Technical Skills

- Microsoft Office: proficient in Word, Excel, PowerPoint
- Extensive SQL-based customer record management design and implementation experience
- Server based electronic file management design, implementation and protocol
- Ability to understand and review and residential architectural plans and structural engineering

Interests

- Endurance athletics, action sports, board sports

References

- Available upon request.