**BOBBY MINK**

Snellville, Georgia

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**PROFESSIONAL SUMMARY**

High-profile executive successful in leveraging career experience to enhance organizational productivity and efficiency by effectively supporting and directing operations, services and solutions.

**SKILLS**

Strategic Planning, Tactics, Operations, Leadership, Profitability, Customer Service, Team Building, Accountability, Communication, Sales Management, Marketing, Consulting, Public Speaker, Motivational Speaker

**WORK HISTORY**

**CHOICE CONSULTING AND MANAGEMENT, LLC. 2005 to Present**

***Managing Owner and Consultant***

Coaching and Consulting with Executives, managers and businesses owners to help companies develop high performance leaders and teams to create high performance organizations that will maximize profits and create “Raving Fan” customers! Strategic and tactical planning. Offsite quarterly and annual strategic planning retreats. Public speaking and Motivational Speaker. National Instructor for the NAHB.

Certified Church Growth Consultant - To provide pastors and church leadership with strategic planning, clarity, team building, organizational structure, mission, core values, meeting structure, budgeting, growth management and planning, community impact, Strategic planning, tactics, culture and operational excellence. Men’s Fraternity Instructor, small group leader and coach.

**AIR CONDITIONING EXPERTS 2017**

***National Account Manager / National Retail Sales Manager***

Was hired to grow the National Retail Sales Division including the Home Depot Southeastern account. Hired 13 sales trainees in 13 weeks. Hired sales manager and admin support as well. Once we increased leads and sales, Home Depot Southeast Manager ask us to add 6 additional locations in the Florida gulf coast as well. Also promoted a retail sales manager and created retail sales SOP.

Managed 23 accounts across the Southeastern United States. Managed over $3,000,000 of client business including Home Depot HRS account. Prospecting new clients and added 5 new accounts in just 2 months and was working on 10 additional clients in Raleigh and 10 additional clients in the Atlanta area.

**Vice President of Construction 2014 - 2017**

**Rockhaven Homes, LLC.**

Hired to grow the homebuilding company, with only 4 employees when I started, as well as operations. Hired 5 project managers in my first 90 Days. Increased margins by 2-4% in 2 years through plan efficiency, cycle time improvement and training. Implemented a central scheduling system and reduced cycle time by 50 plus days in less than a year. Was asked to help Land Development with neighborhood planning, product development and market strategies which was instrumental in bringing 5 new locations on line working with ownership and developing neighborhood plans, specifications and a land development excel tracking process. Grew from $6,000,000 in sales to $40,000,000 in 2 years. Built product from low $300,000 to over $1,3000,000.

**Chief Operations Officer 2010 - 2014**

**SR Homes, LLC.**

Was brought on as Chief Operations Officer and was tasked with growing a very small home building company. Went from 12 employees and 18 closings in 2010 with $4,000,000 in sales to over 25 employees with over 100 closings in 2014 with $40,000,000 in sales. Hired 5 more builder staff in first 3 years and helped create a central scheduling program to manage and reduce cycle time. Created a finish manager program to hire and train young talent, hired 5 finish managers in less than 2 years, which would develop our future builder staff and help us be better prepared as the company grew and new locations came on line. Created a warranty department and hired a warranty manager to help take care of our customers and improve customer satisfaction. Created a quality control process to certify homes were 100% complete before closing and developed our walk thru and sign off process which saved the company money in warranty expenses as well as increasing our customer satisfaction and reduced cycle times while improving our sales velocity. We built homes from the low $200,000 to $1,000,000.

Created the Human Resource Department and introduced the first Employee Manual. Created the New Employee Orientation process to better onboard new team members with training and the tools needed to be successful.

Introduced a land development tracking process in excel to help us plan and make timely decisions so the neighborhood would be 100% complete when we were ready for the Grand Opening of a new location. Hired first VP of Sales and worked with our sales VP on growing the sales department and marketing department.

**Operations and Development Pastor 2009 – 2010**

**Mountain West Church**

I managed our church growth program as well as operations. Created systems and processes to handle church growth as well as creating teams and assembling volunteers. Implemented the first Employee Manual, helped create yearly budgets and held staff accountable. Renegotiated contracts to help save the church thousands of dollars in my first year. Created 7 ministry teams and started growing our volunteer teams and leadership. Went from 25 volunteers to near 100 in 2 years. We grew from 150 - 200 average weekly attendance in January 2009 to averaging over 500 in April 2011.

**Senior Vice President of Operations and Development 2005 - 2008**

**Stratland Homes of Georgia**

Started the Atlanta Division. Leased office space, hired office manager/ accountant and admin support. Created systems/ processes to run the business. Production tracking, margin tracking, job start process, P&L, worked with sales and marketing. Led an acquisition of a local building company to expand our business. Negotiated lots/ land deals, worked with banks on funding, manage draws, set up design process, warranty process, starts process, etc.

**Vice President of Sales and Marketing Northeast Region 2002 - 2005**

**John Wieland Homes and Neighborhoods**

Managed sales and marketing for the Northeast Atlanta Division. Managed 13 agents across 6 communities including 2 master planned golf course communities. Sold and closed 20-30 homes per month. Helped develop monthly and yearly sales goals and margin projections. Negotiated contracts. Worked with region marketing director to effectively manage our corporate marketing budget with monthly planning meetings to evaluate and implement advertising, promotions and events based on our traffic and sales goals per location. Our region did $110,000,000 in sales my first year.

**Project Manager 2000 -2002, John Wieland Homes**

**Master Builder 1993 – 2000 John Wieland Homes**

**Builder 1987 - 1993 John Wieland Homes**

**Associate Builder 1986 – 1987 John Wieland Homes**

**Finish Manager 1985 - 1986 John Wieland Homes**

**Education**

Bachelor of Science

Jacksonville State University

**License and Certifications**

* National Association of Home Builders National Trainer
* Georgia Real Estate Continuing Education Instructor
* MIRM – Member Institute of Residential Marketing
* Certified Project Management
* Graduate Master Builder
* Certified Sales Professional
* Certified Marketing Professional
* Certified Graduate Builder
* Certified Aging in Place Specialist
* Certified Church Growth Consultant
* Men’s Fraternity Group Leader and Coach

\*\*References available upon request