

# ROBERT E. SIMMONS, CPA

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**PROFILE:** Highly motivated and results-driven “Shirt-sleeve” accounting & financial professional with extensive experience in corporate financial management. Consistent and reliable performer, with a record of leading, motivating and managing diverse teams of professionals to achieve timely completion of strategic projects and initiatives with demanding deadlines as cohesive team units. A team player adept at problem solving and a proven organizer who has successfully created and converted new ideas and concepts into meaningful bottom-line results using my extensive background in the following broad-based competencies.

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|---|-----------------------------------|----------------------------|
| * Customer Driven                           | * CPA                             | * Executive Management     |
| * Common Sense                              | * Goal Setter/Achiever            | * Strategic Planning       |
| * Out Of The Box Thinker                    | * Accounting/Financial Operations | * Organizational Planning  |
| * Results-oriented Problem Solver           | * Tax Reporting                   | * Budgeting & Forecasting  |
| * Strong Communication/Interpersonal Skills | * Policy and Procedures           | * Information Systems & IT |

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## SELECTED ACHIEVEMENTS

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- Directed and implemented 3 software conversions allowing National Media Corporation to expand from **\$55M** annual sales to over **\$200M**.
- Successfully moved National Media Corporation from NM to AZ with no interruption in collection and processing of orders or customer service, thereby saving **\$3.8M** and reducing estimated cost to move by **\$356K**.
- Successfully created and implemented a perpetual inventory tracking system at National Media Corporation. Results: Reduced required inventory on hand and shrinkage by **33%**, thereby saving an annual **\$1.5M**.
- Successfully created and implemented procedures to meet the documentation requirements of the GSP system. Results: Jezlaine LTD Company savings in excess of **\$250K** annually.
- Designed, implemented and trained employees on company policies and procedures encompassing store procedures to warehouse and other operational procedures required to ensure effective and efficient operations with cost reduction emphasis. Results: Increased production among employees, with an annual cost savings of **\$750K**.

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## PROFESSIONAL EXPERIENCE SUMMARIZED

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**INDUSTRY EXPERIENCE:** Automotive (5 yrs), Computer (3 yrs), Construction & Telecommunications (8 yrs), Infomercial, Direct Response & Fulfillment, Distribution/Warehousing (7 yrs), Hospitality (4 yrs), Manufacturing (2 yrs), Public Accounting (3 yrs), Retail (7 yrs).

Demonstrates ability to proactively work independently, to produce and lead exceptional performance within a team environment and to creatively resolve problems and capitalize on opportunities. Skilled in the production and presentation of financial statements in full compliance of GAAP along with budgets/forecasting. Excellent qualifications in financial, managerial and informational systems and analysis with a history of continuous improvement in cross-functional areas for both increased revenue and decreased expense.

**NMC - Darrel Stilwell, President:** *“**I APPRECIATE...** Your competency in your profession and how you perform it well as is obvious when others come in contact with us. You have proven to be correct over and over again which allows me to be confident that our team can always "do it better" and take on new functions without worry. Your management skills where you have always been able to size up a direction required, mobilize people to perform, direct them to excellent results, with a sense of lower costs that I can always depend upon. Your people must appreciate you and your talents as the low turnover proves. Your attitude of getting things done, either yourself or managing others with follow-up to completion. Your dependability in that what I ask will be done, period. You do what you say you will do, always. If all were to go bad, I know that you would hang around with me until the very end. **YOU.**”*

**TECHNICAL QUALIFICATIONS:** Proficient in PC and mid-sized computer systems including software conversions, Windows, Microsoft Word, Microsoft Excel, Microsoft Office, American Contractor, Crystal Reports, Cyma, Great Plains, MAS90, Peachtree, QuickBooks Pro, Solomon, Tyler, SBT, DacEasy, Macola, Proffit, RealTime.

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## PROFESSIONAL EXPERIENCE

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### **Contract Engagements - VARIOUS COMPANIES & INDIVIDUALS, Albuquerque, NM 5/2010-Present**

Successfully completed contracted services within given timelines. Interfaced with all levels of management team for the collection of required information needed to successfully develop and implement budgets or other services, such as analysis of financial/organizational and operational results compared to goals and objectives.

### **CFO - NETWORK ALLIANCE CORPORATION, Albuquerque, NM 9/2001- 4/2010**

Performed a wide range of difficult to complex administrative and financial activities; coordinated and directed operations and personnel while retaining efficient and profitable operations; used independent judgment within the framework of established policies and objectives in decisions affecting intra-company and enter-company activities; made recommendations and assisted in the formation of company objectives, policies and plans.

- Led all financial/operational information gathering, forecasting, consolidations and reporting for this telecommunications contractor with five companies within deadlines and policies & procedures. Other duties included network system administrator and interfacing with customers and vendors to ensure good relationships.
- Interfaced with financial institutions, outside auditors and other federal, multi-state and local tax agencies.

### **Controller - JEZLAINE LTD., Albuquerque., NM 8/1999-6/2001**

Managed accounting and finance departments, consisting of a staff of 10 employees, of this jewelry manufacturing company with a customer base consisting of major retailers throughout the United States and for domestic and foreign manufacturing operations. Prepared all required tax reporting for various federal, state and local tax agencies.

- Successfully completed all data collection, processing and reporting within deadlines and that policies & procedures were adhered to at all levels. Developed and implemented key line reports to various management levels, resulting in manufacturing operations keeping current with order demands.

### **CEO - SOUTHWEST FULFILLMENT SERVICES, INC., Albuquerque, NM 1/1996-7/1999**

Directed all organizational and strategic planning and operations while monitoring and analyzing key measures of company's financial and operational goals and objectives.

### **Contract Engagements - VARIOUS COMPANIES & INDIVIDUALS, Phoenix, AZ 9/1994-12/1995**

Successfully completed contracted services within given timelines. Interfaced with all levels of management team for the collection of required information needed to successfully develop and implement budgets or other services, such as analysis of financial/organizational and operational results compared to goals and objectives.

### **Executive Vice President & CFO - NATIONAL MEDIA CORPORATION, Phoenix, AZ 10/1987-8/1994**

Led in direct marketing, telemarketing, manufacturing, fulfillment/distributions, complete in-house customer services & all financial information gathering & reporting with this public traded company (NYSE) with over 200M annual sales within the infomercial industry (domestic & international) & an employee base of 450. Reported to the Chairman of the Board and President. Interfaced with banks, outside auditors and federal, multi-state and local tax agencies.

- Successfully completed the asset acquisition of The Joe Land company as a member of its team by National Media Corporation in performing all due diligence requirements.
- Developed and implemented key line reports to all levels of management. Directed 23 managers, including accounting dept. & human resources, as to daily operation requirements, assigned projects and problem resolutions.
- Successfully served as acting president for 6 months during illness of then current President.

### **Condensed: CFO, VP of Admin. & Finance, Accounting Supervisor, Staff Accountant, Store Manager**

Held the position of CFO within the Hospitality Industry, served as VP of Admin. & Finance in the Retail Industry, served as Accounting Supervisor in the Computer Manufacturing Industry, served as Staff Accountant in the Public Accounting Industry and served as Store Manager in the Grocery Industry.

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## EDUCATION/CERTIFICATIONS

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CPA \* BBA, Accounting - UTSA, San Antonio, TX \* MCP \* CompTIA: A+ Professional & Server + Hardware Specialist



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## MILITARY BACKGROUND

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Airborne Ranger, Sergeant (E6) – New Mexico National Guard, Honorable Discharge.