A Thrive! Resume is all about the branding! Tony Brixtin is a true turnaround champion, an executive who delights in transforming an unprofitable organization by igniting revenue growth and revitalizing profitability.

This staid black-and-white format would be too old-fashioned for many industries like marketing, technology or communications, but it's fine for an executive in a conservative sector like finance or banking.

TONY BRIXTIN

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SENIOR EXECUTIVE OFFICER &TURNAROUND CHAMPION

Energizing management teams to execute a customized formula for success, transforming company culture to deliver unprecedented results in revenue growth and profitability.

Strengths: Strategic Leadership | Relationship Management | Product Innovation | Diversity
Performance Management | Coaching & Mentoring | Succession Planning | Employee Empowerment
Human Capital Management | Financial Acumen | Distribution Management | Regulatory Compliance | Risk Management

PROFESSIONAL EXPERIENCE

FREEDOM INDEPENDENT FINANCE COMPANY 1997-Present

President & CEO, Lone Star Finance Co. – San Antonio, TX (2010-Present)
$376M regional company, a division of Well Known Finance, Inc. | 887 employees

Aggressively recruited as turnaround champion to revitalize a regional company with years of negative revenue growth and net losses of $20M annually. Selected based on stellar success in transforming companies and restoring profitability. Revolutionized a dysfunctional company culture of isolated management silos, replacing it with transparency and an open-door policy. Educated employees and attained buy-in to elevate performance across the organization.

Strategic Leadership & Financial Performance

- Increased profitability 17%, from 5% to 22% by immediately launching a scalable five-step Strategic Turnaround Plan. Shed a low-rated business line with high costs to optimize revenue and enhance profit margin.
- Drove client retention from 65% to ~83% while improving customer service and reducing costs, by redefining staffing levels in accordance with industry standards and nationwide benchmarks.
- Elevated customer service approval rating from 55% to 96% and re-energized client-facing teams by implementing Lean methodologies cascaded throughout the organization.
- Generated $2M in revenue and $371K in profit through introduction of seven new products.

Organizational Development & Transformation

- Improved relationships and company reputation with independent representatives while creating a long-range Financial Stability Plan that influenced parent company to provide additional investment for growth.
- Collaborated with senior executives to implement myriad interim checkpoints in vital strategic areas: new business, revenue generation, cost control, employee engagement, employee morale, company reputation and business metrics.
- Redefined business strategy with a focus on more lucrative contracts with reduced costs and lower barriers to entry.
- Built a world-class executive team with rich bench depth and a robust succession plan, fueling attainment for decades to come through innovation, foresight and strategic planning.

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President & CEO, Colorado Finance Co. – Denver, CO (2004-2010)
$130M regional company, a division of Well Known Finance, Inc. | 657 employees

Handpicked to revitalize profitability and ignite revenue growth at a company with low ROI, stagnant revenue, poor employee morale and a less-than-favorable reputation with customers and independent agents. Chosen for the role based on past history of re-energizing organizations and facilitating positive changes in corporate culture. Developed a scalable strategic roadmap for success with measurable milestones. Sparked a passion for achieving major wins in profitability and growth in employees at all levels, winning the hearts of employees by including them in the process.

Strategic Leadership & Organizational Development

- Increased revenue 19% by initiating entry into an innovative, highly profitable market sector.
- Ignited 14% growth in total profitability in one year by realigning pricing structure on select products.
- Improved employee engagement 17% the first year and 4%-5% in subsequent years with a 94% response rate.
- Created Agency Council monthly focus groups of top representatives to identify and resolve customer service or product issues while increasing company reputation within the industry and elevating agent engagement.
- Generated 32% profit growth and 23% rate increases year-over-year by shifting business mix to focus on more profitable product lines, and by packaging products for the small commercial market.

Regional Vice President, Golden State Finance Co. – Santa Barbara, CA (1997-2004)
$175M regional insurance company, a division of Well Known Finance, Inc. | 175 employees

Developed broad expertise in business transformations within the industry. Joined the company as Regional Vice President of a demanding region, assuming total P&L responsibility in the midst of a major turnaround. Selected based on past success and ability to elevate company reputation with independent agents. Created a formula for success by educating employees and implementing scalable strategies with measurable benchmarks.

Strategic Leadership & Organizational Development

- Propelled region to top-performing status, increasing margins from 14% to a sustainable 17% profitability.
- Re-energized employees using Lean methodology and interjected a spirit of fun into new business competitions.
- Recruited outstanding candidates and mentored them to become top-performing industry leaders, including two current Regional Vice Presidents and one company President.
- Increased employee morale, transforming company culture by demystifying the business and profitability model through educating team members to make them part of the solution.
- Restructured compensation, aligning bonus plans with long-term strategic initiatives and business objectives.

EDUCATION, PROFESSIONAL DEVELOPMENT & COMMUNITY INVOLVEMENT

B.A. in Education with Political Science Minor – EAST CAROLINA UNIVERSITY

Professional Development:
The Partnership Next Generation Executive Development Program – **Harvard University Business School**

Membership: Board Member, Colorado and Wyoming Guarantee Fund
Community Involvement: City of Hope Insurance • Council Goodwill Industries

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