

# SHIK HAN

## Sr. Development Executive: Programs, Products

### Changing Business with Products, Services, and Brands That Matter

**Business connector**, rallying people and resources behind relevant, profitable programs, products, services, and partnerships.

**Bring energy and intelligence to lead growth and efficiency initiatives:** whether scaling a call center 14X, consolidating global operations, or establishing first-of-their-kind business models in change-resistant organizations and industries.

**Build loyal, engaged teams that thrive under pressure. Results include:**

- ✓ **Uncovered millions of dollars in profit** by improving analysis of multibillion-dollar portfolio.
- ✓ **Led construction projects up to \$40M**, coordinating with government, industry, and community.
- ✓ **Centralized 140+ operations mechanisms** into a unified global framework.
- ✓ **Employed by, partnered with, or managed critical functions for business icons** across diverse industries: IBM, Hyatt, Halliburton, GE Access, JP Morgan, Hilton, and others.

**Work across borders**, having led business in the Americas, Europe, and APAC. Bring intersectional approach that fosters diversity of thought and unity of action.

## LEADERSHIP HISTORY

**Business Resolutions, LLC;** Moab, UT – 2008 to 2019

(concurrent with TransFirst through 2014)

*\$7M+ holding company with restaurant and hotel interests: [Zaxmoab.com](http://Zaxmoab.com), [aarchwayinn.com](http://aarchwayinn.com), etc.*

**VP OF BUSINESS DEVELOPMENT:** Initially contracted as consultant to identify growth opportunities. Won buy-in from leaders of hotel and restaurant groups for rethinking stagnant brands. Accepted offer to serve as VP of Business Development, leading executive development team of owners and general managers. Now manage development projects and vendor relationships, including general contractors, subcontractors, installers, designers, marketing and advertising pros, etc. Liaise with local and state governments, marrying relationship management, business strategy, and economic development.

**Led 66% growth in restaurants & 100% in hotels, adding \$3.2 in revenue. Set stage for future innovation & growth.**

- **Completed \$65M in innovative hotel projects that contributed to economic development of the Moab area.** Collaborated with stakeholders to usher projects from concept to completion.
- **Won approval for 196-unit apartment complex in Moab.** Complex is a 10-building acquisition.
- **Identified historical Uranium Building acquisition in downtown Moab.** The property is in pre-development to become a condominium complex.
- **Established unique take on “fly-in” community for airplane commuters.** In pre-development for high-end, “pocket neighborhood” concept, the 70-lot development will meet private pilots’ desire to combine accessibility with upscale design and amenities.

**Upleveled leadership performance and win/win corporate citizenship.**

- **Worked one-on-one with managers, coaching them on spotting and mining opportunities.** Helped create systems and delegate so they could make use of their time for high-value activities.
- **Enabled \$10M in M&A and joint venture activities that nearly doubled overall revenue.** Generated new business through investment and property management.
- **Worked in support of responsible economic development.** Served on civic and nonprofit bodies to grow local economy and attract outside investors while ensuring the availability of affordable housing for all residents.

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## Select Case Studies

### **\$25M Hyatt Place Build: Small Cottage, Big Idea**

Co-conceived novel approach to maximizing capacity of Hyatt Place site. Built freestanding “casitas” on “leftover” land.

**Results:**

- ✓ Set record for “fastest revenue-on-book”—\$1.6M in 3 months.
- ✓ Set new standard, with “casita” strategy being rolled out to other Hyatt sites.

### **\$40M Hoodoo Moab**

Collaborated with development team and Hilton to unify and transform under-utilized lots. Led financial due diligence and \$40M funding strategy when major hospitality lenders said no.

Drove development of luxury brand for rugged adventurers. Played key role in getting property “upzoned” by the city. Found replacement units for displaced residents.

**Results:**

- ✓ Established full-service, high-end boutique hotel from concept to opening (on-track for June 1, 2019).
- ✓ Hotel will add a projected \$2M Annually to local economy. <https://bit.ly/2GNwoTy>
- ✓ Built brand-driven design innovations with Atwater Studios.

### **\$1.5M Expansion: Redefining Casual Dining**

Led rebranding and facility remodel that added seating capacity and brand relevance to Zax Restaurant.

**Results:**

- ✓ Realized 30% revenue growth in first year, with 60% growth anticipated by year 3.
- ✓ Doubled seating capacity with minimal disruption to business.
- ✓ Minimized disruption to cashflow, closing restaurant for only 4 weeks.

**TransFirst**; Broomfield, CO – 2008 to 2014

*Merchant services and secure transaction processing firm bought by TSYS for \$2.35B in 2016.*

**SENIOR FINANCIAL ANALYST:** Hired by Curtis Bauer to make financial analyst role more strategic while managing day-to-day assessment of \$10B+ transaction processing portfolio. Ran operational analysis, reporting, and profit programs. Performed monthly and twice-yearly projects in search of revenue and/or efficiency opportunities. Built reporting decks for monthly presentation to Board and CEO.

**Added 8-figures to bottom line, enhancing value ahead of high-multiple sale.**

- **Added \$2M+ in annual profit.** Based on large-scale analysis, structured program to capture missed revenue twice yearly, each initiative generating \$1M to \$2.5M by consolidating fees that were fractions of a penny on each transaction.
- **Enabled 6S forecast accuracy standard of <0.03%—down from double digits.** Controllers and CFO depended on accurate reporting, analysis, projection, and execution.
- **Upleveled and standardized reporting and analysis capabilities,** upgrading from individual Excel spreadsheet to a virtual desktop server that unified the function, despite no previous knowledge of object-linked data recovery and other critical pieces of the tech puzzle.
- **Innovated automated processes company-wide.** IT team modeled global web-based tools on analytical mock server. In parallel, educated IT team on business logic behind data structure so they could improve upon system.

**Avnet/GE Access**; Boulder, CO – 2002 to 2008

*One of the world's largest distributors of electronic components/embedded solutions.*

**CENTER OF EXCELLENCE TEAM LEAD—EMERGING MARKET ORDER MANAGEMENT:** Following purchase of GE Access by Avnet, promoted to new role to ensure orders were accurate and auditable across global customer and internal organizations. Led 13 reports: agents and trainer.

**Drove 7-figure order accuracy down from double- to single-digit error rates in newly merged organization, resolving long-standing customer service complaints.**

**VARIOUS ACCOUNT MANAGER ROLES—GE ACCESS:** Originally hired into GE Access to close, manage, and retain large data servers for B2C customers. Gained real-world understanding of interdependent business and IT strategies. Promoted to work in Quality and Emerging Markets spaces, having become a technical sales SME. Subsequent work in Marketing Operations dealt with non-standard pricing requirements—balancing interests of clients and Sales while keeping each contract profitable.

**IBM**; Boulder, CO – 1994 to 2002

*Multinational IT organization providing enterprise solutions, developer tools, and more.*

**BUSINESS ANALYST:** Hired as Due Diligence Tech (documenting procedures for 10-year \$3B account), earning rapid promotions. Became Escalation Manager after independently learning Mac and PC platforms, resolving individual issues, and identifying and correcting root causes. Interfaced with program and project managers in the UK and Singapore. Performed extensive cost and human capital analysis as part of extensive budgeting contributions.

**Provided operational support for \$180M commercial account portfolio.**

- **Lowered service escalations associated with Blue Chip accounts.** Developed root cause program, including metrics and reporting structure.
- **Contributed to M&A integration of Chase/JP Morgan merger.** Helped consolidate request systems for 140+ sites across Americas, Europe, India, and APAC.

**Early career:** Worked with outsourced call center, scaling from 8 to 114 FTEs. Implemented multi-tiered support processes for AT&T Lucent Customer Care. Led team of 15 in documenting support procedures—cementing core operational concepts that inform executive leadership today.

*"I'm always learning, often building the airplane as I'm flying it, whether absorbing everything about a complex new industry or understanding stakeholders' motivations in a deal I'm putting together. My history of rapid promotion and measurable impact is a result of a leadership style developed on the front lines of business."*

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### Turning Run-Down into Retro for Rapid Growth

During due diligence for a property in Cortez, CO, recognized superior potential in bank-owned Mesa Verde property and purchased that instead. Contained costs by branding property as the Retro Inn.

#### Results:

- ✓ Attained #1 TripAdvisor rating.
- ✓ Realized 40% NOI.
- ✓ Doubled property value.
- ✓ Leveraged success for hospitality ecosystem, developing onsite Destination Grill.

## Volunteer & Additional Experience

**Founder, HUNGRY?™**—Pre-development phase, for-purpose firm with a mission leading socially conscious marketing movement.

**Chair, Moab Area Housing Taskforce**—First non-government employee to chair organization aimed at addressing affordable housing crisis in Moab. Work from zoning and planning as well as economic development fronts.

**Member, National Low-Income Housing Coalition**—Advocate for public policy that ensures affordable, decent homes for everyone.

**Member, Holistic Housing Utah**—Lobby local, county, and state governments to pass affordable housing and poverty alleviation legislation.

**Thought Leader, ICOM (Innovation Center of Moab)**—Incubator and business development platform to be housed on new USU campus.

**Member, Downtown Business District Steering Committee Advisory Board**—Served on steering committee to define future downtown redevelopment plan. <https://bit.ly/2TaZanI>

**Member, Moab Economic Development Steering Committee**—Served on committee along with members of the Governor's Office of Economic Development to develop programs to foster global business community relations for local economic diversification.