

JEFFREY W. KELLER

5897 Quailberry Court ▪ West Lake, FL 33470 ▪ jeffrey.w.keller@hotmail.com ▪ 813. 240. 9922



BUSINESS EXECUTIVE / INSTRUCTOR

Classroom Instruction ▪ Published Author ▪ Business Management ▪ Executive Coach

High-energy business professional with 20+ years' experience of facility leadership and industry contribution. Unique combination of operations leadership, formal classroom teaching experience, and clinical proficiency in both acute and outpatient settings. Strong science knowledge base with a graduate level business education.

EDUCATION

- UNIVERSITY OF TAMPA—Master of Business Administration
 - UNIVERSITY OF FLORIDA—Master of Science
 - UNIVERSITY OF FLORIDA—Bachelor of Science
-

PUBLICATIONS

- Braith, R., Welsch, M., Mills, R., Keller, J., & Pollock, M. (1998). Resistance exercise prevents glucocorticoid-induced myopathy in heart transplant recipients. *Medicine & Science in Sports & Exercise*, 30 (4), pp 483 - 489.
 - Braith, R., Mills, R., Welsch, M., Keller, J., & Pollock, M. (1996). Resistance exercise training restores bone mineral density in heart transplant recipients. *Journal of the American College of Cardiology*, 28 (6), pp 1471-1477.
 - Variety of business and operations articles for Club Insider (2008-2013).
-

PUBLIC SPEAKING

- Village of Wellington Back to School Event (2016) – “Decreasing on the Job Stress”
- Qualtia Alimentos (2015) – Supply Chain Management & Procurement Training (8 day series)
- University of Central Florida (2013) – “Supply Chain Management: The Value of Relationships”
- University of Central Florida (2013) – “Supply Chain Management: Relationships and Reliability”
- The Woodlands Chamber of Commerce (2011) – “The Business Value of Employee Recreation and Wellness”
- Club Industry Conference & Expo (2009) – “Selling Health Club Value: How to Devise a Strategy”
- National Fitness Trade Show (2009) – “Leveraging Strategic Value Management for Success in Health Clubs”
- Chevron Phillips (2008) – “Wellness as a Team Leader Tool”
- Houston Wellness Association (2008) – “Strategic Partnerships to Achieve Health & Productivity Goals”
- Exxon Mobil (2007) – “How to Fit Exercise Into Your Day”
- Lee College Small Business Council (2006) – “The Business of Wellness”
- University of South Florida (2005) – “Creating Individual Success in Corporate Wellness”
- University of South Florida (2005) – “Health, Leadership, and the Business of Wellness”
- University of Tampa, Sykes College of Business (2004) – “Ethics in Health Promotion”
- Hillsborough Healthy Start Community Outreach Forum (2003) – “Corporate Health Fairs for Financial Return”
- American Stroke Association Stroke Survivors Conference (2002) – “Exercise, Stroke, & You”
- South Florida American Heart Association Women and Heart Disease Conference at JFK Medical Center (2000) – “Women, Heart Disease, & Exercise”
- American Association of Cardiovascular and Pulmonary Rehabilitation (1999) – Science Session Chair – Clinical Application of Science in an Outpatient Setting

JEFFREY W. KELLER

5897 Quailberry Court ▪ West Lake, FL 33470 ▪ jeffrey.w.keller@hotmail.com ▪ 813. 240. 9922



PROFESSIONAL EXPERIENCE

- KCOACH** — West Palm Beach, FL 2019–Current
Principal/Senior Consultant
Founder and Principal of a boutique executive coaching firm focused on the development of leadership and communication skills. Projects have included: organizational strategy development, vision & mission statement creation, market analysis, and leadership, communication, and accountability training.
- PALM BEACH COUNTY SCHOOL DISTRICT** — West Palm Beach, FL 2019–Current
Science Instructor
Recruited to instruct general science at a Title I school in Lake Worth, FL. Total load of 108 students.
- All District Student Assessment scores at or above the current school mean with gains over previous year's scores.
- JONES SIGN COMPANY** — Pompano Beach, FL 2018–2019
Project Estimator
Temporarily transitioned with previous company buy out to role of national program estimating and assisting with merger. Assisted with South Florida work in process transition, minor human resources, and past vendor relations. Total work in process migration approximated \$1.2M.
- PRIORITY 1 SIGNS** — Pompano Beach, FL 2017–2018
Vice President of Marketing & Operations
Retained to strategically drive the success of a \$4M architectural signage company through providing leadership and direction to the day-to-day marketing and operations. Oversaw all marketing, business development, and branding. Operational responsibilities included supply chain management, contract negotiation, inventory and asset management, and projects estimation and management. Directly managed Director of Marketing, Project Manager, and Sales Manager.
- Renegotiated aluminum, vehicle fuel, welding supplies, and fasteners pricing to reduce fabrication materials costs by 15+% and installation cost by 8+%.
 - Designed new marketing strategy to include five social media platforms, email correspondence, and a new website to reduce print and mail advertising expense by 95+%.
- BIROU AND COMPANY** — Bonita Springs, FL 2014–2017
Chief Operating Officer and Training Consultant
Provide strategy consulting in supply chain management and procurement for Fortune 1000 companies and government agencies. Developed training programs pertaining to supply chain, leadership development, conflict management, sales and purchasing. Manage 5 directors with 24 contract facilitators across the world. Total budget oversight of \$1.25M.
- Assisted with developing supply chain, logistics, leadership, and negotiation curricula for international client that generated a new understanding of category management, leadership development, and negotiation strategies for the organization. Client company annual ROI estimated at \$3.5M+.
- ULTIMA FITNESS AND WELLNESS** — Wellington, FL 2015–2017
General Manager
Recruited to assume the role of senior strategic and operational executive in a well-established 30,000 sq ft facility. Role has responsibility for all profit and loss of operation. Direct management role of membership sales, personal training, and wellness specialists. Total budget responsibility exceeded \$1.5M.
- Grew the personal training department to post a 25% growth in year over year sales for 2016.
 - Coordinated all aspects of a Wellness Center renovation resulting in a reduction of cost of space of 4.1% while improving the visibility of the wellness service line and increasing the number of programs available to new clientele.
 - Managed all aspects of a third party new mobile app development and re-launch to include a new Member Rewards Program, Member Referral Process, and Members ONLY Deal Program, reducing annual member attrition by 35%.

JEFFREY W. KELLER

5897 Quailberry Court ▪ West Lake, FL 33470 ▪ jeffrey.w.keller@hotmail.com ▪ 813. 240. 9922



GYM SOURCE—Ft. Lauderdale, FL

2014–2015

Regional Sales Associate

Charged to secure new business in Southeast Florida region for largest US dealer of premium residential and commercial health and wellness equipment with annual revenue >\$100M. Broad scope role included store staff management.

- Earned **#1** associate ranking nationally for company in Aug 2015 (first time for a Florida employee).
- Awarded *Employee of the Month* in March 2015 (countrywide designation) for exceeding sales goal **28%**—honored 1-hour return-call policy; provided customized design advice; exceeded average outbound call volume by over **100%**.
- Surpassed sales goal **33%** (Jan 2015) and became first ever Florida associate to record **\$100K+** of sales in 1 month during 1st year of employment.

THE YMCA OF BROWARD COUNTY—Ft. Lauderdale, FL

2012–2013

Executive Director

Hired to turnaround low-performing facility offering a wide range of youth, adult, and senior services. Steered operations to increase efficiencies and revenue for area including Parkland, Coral Springs, Margate, Tamarac and Coconut Creek.

- Increased facility memberships **24%** within 18 months; decreased member attrition **37%**.
- Grew revenue **32%** and progressed to **top 3 ranking** facility based on 2013 % increase in income; generated **115%** (\$37K) increase in donations.
- Succeeded in expanding board member seats **300%** (4 to 16 members).
- Elevated sports program offerings **50%**, after school care enrollment **200%** and summer camp registrations **100%**.

VILLASPORT ATHLETIC CLUB & SPA—The Woodlands, TX

2009–2011

Assistant General Manager

Led operations of 130,000 sq. ft., 4-star resort-style fitness campus producing ~\$9M in annual revenue offering wide range of spa and fitness services including youth programs. Managed 11 department heads with ~150 employees. Challenged by functional diversity, legal requirements for children's enrichment events and wide set of staff competencies needed across departments to maintain highest level of personalized service.

- Surpassed revenue goal by **18%** by initiating across-the-board performance management and development programs that included coaching department heads standardizing operating procedures to ensure accountability.
- Grew memberships **102%** through focusing on corporate membership offerings requiring minimal advertising.
- Accomplished **highest service** scores in company with **70+** Net Promotor Scores (NPS) over 2 years—refined service standards manual that defined employees' accountability; monitored scores and responded as needed.

EAGLE POINTE GOLF CLUB & RECREATION COMPLEX—Mont Belvieu, TX

2006–2009

General Manager

Orchestrated operations, marketing and business development functions of 18-hole championship, municipal golf club with large recreation facility offering state-of-the-art gymnasium, youth programs and wave pool. Balanced complex 3-way Board reporting structure that included City Commission, Club Member Board, and Facility Management Company. Managed \$5M+ annual budget with ~110 employees. Hosted Pro-Am tournament, aquatics event and corporate banquets.

- Reversed annual budget shortfall of **\$300K** to deliver steady revenue growth of **13.3%** (2007), **13.8%** (2008) and **12.9%** (2009); athletics program excelled with **600%+** growth over 24 months.
- Shrunk food & beverage cost of sale **17%**. Assisted Food and Beverage Manager in developing recipe adherence standards, spoilage prevention procedures and inventory record-keeping methods.
- Diminished membership attrition **34%** during tenure.

JPMORGAN CHASE BANK, N.A.—Tampa, FL

2001–2006

Occupational Health Services Manager

Introduced 2 occupational health facilities in Tampa and Brandon, FL as part of Fortune 100 company’s health & productivity programs. Reported into human resources function, supervising 9 staff, responsible for department servicing 10K employees.

COLUMBIA HCA – JFK MEDICAL CENTER—Atlantis, FL

1997–2001

Cardiodiagnostics Supervisor/Clinical Staff

Served as a member of a multi-disciplinary team with responsibilities in cardiodiagnostics, cardiac rehabilitation, and cardiac education. Participated in Phase 2 and Phase 3 Cardiac Rehab as well as stress testing, EKG, and cardiac education. Also responsible for supply inventory control and equipment maintenance, as well as recommending annual capital expenditures. Student Internship Coordinator for the entire Cardiodiagnostics Department.

- Developed new resistance training protocol for Phase 2 Cardiac Rehab patients to include risk stratification, forms, standard operating policy, and staff training.

NAPLES COMMUNITY HOSPITAL—Naples, FL

1996–1997

Clinical Staff

Contributed to the success of a Phase 1, Phase 2, and Phase 3 Cardiopulmonary Department. Responsible for exercise prescriptions, basic nutritional analysis, monitoring of programming, physician correspondence, and discharge evaluations.

FORMER BOARD AND COMMUNITY INVOLVEMENT

American Society of Exercise Physiologists—Member	22 years
American College of Sports Medicine—Member	11 years
Keiser University, Sports Medicine Dept—Member, Advisory Board	1 year
University of South Florida, Exercise Science Dept—Member, Advisory Committee	3 years
Medical Wellness Association—Member, Advisory Board	4 years
Bridgehaven Children’s Advocacy Center—President, Board of Directors	1 year
Bridgehaven Children’s Advocacy Center—Member, Board of Directors	3 years
Athlete Connections—Member, Advisory Board	3 years
Achieve Tampa Bay/United Cerebral Palsy—Member, Board of Directors	1 year
Gulf Coast American Heart Association—Member, Community Board	4 years
Hillsborough Healthy Start—Member, Business Board	5 years