

MELVIN GIBSON

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SENIOR EXECUTIVE

*14 years experience in executive operations positions
with a consistent track record of improving revenues and profits*

Entrepreneurial and Fortune 500 corporate senior-level management experience in international, general and financial management. Accomplished in turnaround and high growth situations, business development, breakthrough joint ventures and global partnerships. Excel in financial analysis, business planning, and establishing policies, processes, and performance monitoring systems in support of continuous improvement.

Proven areas of expertise include:

- Strategic Planning / P&L Management
 - Customer Service & Satisfaction
 - Cost Reduction & Profit Optimization
 - Multi-Site Facilities
 - Process & Performance Improvement
 - Human Resources Management
 - Capital Acquisition & Purchasing
 - Employee Development
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PROFESSIONAL EXPERIENCE

PRESIDENT & CHIEF OPERATING OFFICER

2000 to Present

The Travel Group

\$480 million corporate travel services firm

Recruited to turnaround company's financial position, implement organizational policies and structure while managing day-to-day operations. Accountable for sales, marketing, finance and accounting, human resources, IT, and operations administered through 280 personnel. Key challenge is to provide exceptional service as 90% of business is from customer on-site travel services to such companies as Deutsche Bank, Neuberger Bergman, Bloomberg Financial Services, Fairchild Publications, and The Omnicom Companies.

- Increased revenues by 64% from gross annual sales of \$170 million to \$280 million in 2 years.
- Improved bottom line by \$3.1 million leading company from several years of losses to profitability.
- Reviewed all policies procedures and processes, reorganized company structure and reduced staff by 12% or 35 people.
- Eliminated unprofitable accounts and instituted financial controls including tight staffing and hiring policies, T&E limits and approval procedures. Regularly met with top clients to review financial performance, agent productivity, and client satisfaction.
- Streamlined procedures, eliminated redundant positions, and implemented performance incentive plans for agents. Successfully restructured all client contracts to move company to cash flow positive position.
- Reviewed and implemented new back-office Accounting system to improve timeliness and accuracy of billings and collections.
- Recruited experienced sales staff, established quotas and incentive plans and closely monitored performance. Personally assisted in closing contracts with high margin/volume accounts.
- Recently sold company at handsome profit and was asked to maintain current responsibilities in new firm.

PROFESSIONAL EXPERIENCE, continued**EXECUTIVE DIRECTOR****1994 to 2000****Time Warner Publications**

Recruited as Corporate Business Manager and through two subsequent promotions achieved the level of Executive Director. Collaborated with the COO managing and creating policies and financial strategies for multiple departments including Corporate Travel, Transportation, Security, Procurement, Shipping/Trucking, Real Estate and Dining Services.

- Headed 3-person executive team for \$300M project for construction and subsequent move of 7 Conde Nast New York locations and 1,000 employees to new 800,000 sq. ft. headquarters in Times Square.
- Revised corporate trucking & messenger policies and price points resulting in costs savings in excess of \$550K
- Managed construction of \$40M employee cafeteria. Developed RFP for food service providers, evaluated bids, negotiated terms and conditions, and monitored performance.
- Oversaw \$23M in Corporate Travel air and lodging expense administered by 17 agents. Consolidated air providers from 6 to 3. Negotiated preferred rates with airlines, hotels and car rental agencies resulting in annual savings in excess of \$400K with improved service levels.
- Selected to review and implement new HR / Payroll system from PeopleSoft.
- Created and administered executive compensation plans.
- Negotiated new agreements with multiple vendors saving in excess of \$1 million.

BUSINESS MANAGER**1988 to 1994****Ziff Davis Publications, International Media Group**

Started as Financial Analyst performing cost analysis, budgeting and creation/review of business plans. Promoted to Business Manager for new International Media Group division to lend expertise in magazine budgeting and financial planning to support launch of new publications in UK, France, and Germany.

- Proposed, implemented and managed licensing department to sell domestic editorial to publishing companies in smaller countries including Mexico, Taiwan, and India. Created supporting infrastructure including contracts, pricing, and terms and conditions. Produced \$5.9M in annual revenues.
- Managed sales and marketing force of 12 responsible for selling international advertising in new publications to domestic companies.
- Traveled internationally to negotiate and maintain business relationships with advertising representatives in Japan, Taiwan, Hong Kong and Singapore generating in excess of \$1.5 million in advertising revenue.
- Directed the efforts of the local European CFO's in France, Germany and the United Kingdom in such areas as cash management, profit & loss and general business planning.
- Designed and implemented performance-based incentive plans for European Managing Directors.
- Lead person structuring international publishing agreements with Ziff Davis equity-position related firms in Mexico, Latin America and China. Negotiated majority of terms and conditions.
- Developed short- and long-term strategic budgets and prepared multi-year P/L and cash basis projections.

EDUCATION & AFFILIATIONS

Bachelor of Science in Finance ~ Clarkson University 1986
Director of Alpha Beta Gamma International Business Honor Society
Appointed by College President to Business Advisory Board – SUNY Westchester