

ROGER L. HARTLY, MBA

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GENERAL MANAGER | OPERATIONS MANAGEMENT

HOSPITALITY – SERVICES – HEALTHCARE

Committed to devising and implementing processes, procedures, systems and internal controls to strengthen operations, increase productivity and enhance customer satisfaction.

Accomplished Operations Director and Strategic Visionary experienced in increasing revenues and productivity, achieving cost reductions and improving client satisfaction in within the hospitality, services, and healthcare industries. Adept at planning and conducting research to attain continual profits through focused, strategic workflow and staffing and business process analyses. Exemplary change agent with the ability to analyze issues, devise continuous process improvements and incorporate business process initiatives to increase efficiency, streamline operations and decrease aggregate expenses with limited resources.

CORE COMPETENCIES

- Business Development
- Project Management
- Budget Forecasting
- Strategic Planning/Analysis
- Inventory Management
- Process Improvements
- Staffing Analysis
- Environmental Management
- Team Development
- Profitability/Margins
- Operational Troubleshooting
- Cost Reduction

PROFESSIONAL EXPERIENCE

RIVERSIDE MEDICAL CENTER

2011 – 2013

Director, Environmental and Laundry Services

Directed operations and provided oversight of Medical Center EVS and Laundry Services. Collaborated with management on ensuring room cleanliness and managing all housekeeping operations.

- Reduced laundry processing and linen distribution expenses by 11%.
- Improved quality while managing “flex” staffing.
- Enhanced patient satisfaction over the past 12 months bringing 4th quarter results to the highest in two years.
- Decreased medical waste expenses through extensive education and training.
- Introduced and implemented a manual bed tracking system.
- Increased bed turnaround time by 25 minutes working collaboratively with nursing and ED.
- Served as System Wide Facilitator of Hazardous Materials Program.
- Grew employee morale from 2.6 to 3.2 out of 5.0 over a 12-month time frame.

THE CLOROX COMPANY

February 2007 – December 2009

Market Intelligence Manager, Laundry Divisions (December 2008 – December 2009)

Managed consumer research projects encompassing qualitative, concept testing, brainstorming, and advertising to deliver actionable insights in support of R&D and marketing for a line extension of Clorox Stain Fighter & Color Booster.

- Generated 5%+ of incremental net sales for the base business in 2010.
- Managed consumer research to deliver strong consumer insights across the 3 D’s (Desire, Decide, and Delight).
- Oversaw research for Clorox Liquid Bleach and Clorox2 Stain Remover on brand health tracking and positioning, consumer segmentation, strategic target selection, household panel, and advertising and communication.

Market Intelligence Manager, Multicultural Team (US Hispanics) (February 2007 – December 2008)

Developed the first Clorox proprietary acculturation model to standardize recruitment and sampling for qualitative and quantitative research, enabling insights beyond a traditional lens of demographics or segmentation.

- Orchestrated and implemented an Ethnic Shopper study for three categories: cleaners, laundry, and charcoal to provide insights for sales growth with strategic customers like Wal-Mart, Target, and Dollar stores.
- Managed qualitative, ethnographies, and segmentation research studies to help the advertising agency (Alma DDB) create and refine advertising for charcoal Kingsford, Pine-Sol cleaners, and Clorox Liquid Bleach.
- Created strategic and tactical FY09 Hispanic marketing plans for the laundry category.

KIMBERLY-CLARK CORPORATION

April 1998 – January 2007

Marketing Research Associate Manager (July 2005 – February 2007)

Directed global assignment involving critical thinking to determine the right consumer research tools (qualitative and quantitative) for the development of new health and wellness product solutions globally.

- Managed studies encompassing ideation, concept testing, segmentation, habits and practices, positioning, branding, packaging, sight/handling, home use tests, pricing, real time research, and ZMET (Metaphor Elicitation Technique).
- Conducted and oversaw a variety of consumer research projects through the complete innovation management cycle to create a new line of spa products targeting busy women.
- Launched two collections of SpaSensials in October 2006 within the US.
- Designed an array of consumer research studies to create line extensions for the Kleenex brand.
- Identified new line of winning solutions for the cold and flu category with projected US revenues of over \$100M.
- Discovered key primary consumer insights in health and wellness, skin care, spa, and aging categories.

Worldwide Marketing Research Senior Analyst (January 2001 – July 2005)

Managed multi-market consumer research for the \$2.1B incontinence category, providing the North American marketing and R&D teams key consumer insights to grow the global business.

- Coordinated and oversaw qualitative and quantitative projects in over 20 worldwide markets providing direction to high-level decision makers inclusive of Sector President and Global/Regional Marketing Directors.
- Designed and implemented the first Adult Care global brand equity tracking study for the Poise and Depend brands in Australia, The Netherlands, and the US.
- Persuaded and negotiated with senior management to increase advertising budget 2x to maintain market share leadership resulting in a \$3M savings for every market share point cost prevented.
- Developed and implemented a qualitative global research initiative in Mexico, Korea, Germany, Colombia, and the US to help establish new global advertising campaigns and positioning for the Poise and Depend brands.
- Managed consumer research initiatives (concept test, volumetric, advertising, positioning) to launch POISE panty liners globally, capturing 3% of incremental sales in the entire category in 2003.

Marketing Research Manager (April 1998 – December 2001)

Charged with performing research for categories such as bath tissue, napkins, paper towels, feminine care products, baby diapers, and adult diapers.

- Managed multi-market consumer and sales research for over 11 global brands including Kleenex, Scott, Kotex, Huggies, and Depend.
- Provided consumer and customer insights to marketing and R&D to grow business utilizing multiple quantitative and qualitative techniques and analyses.

EDUCATION

Goizueta Business School, Emory University, Atlanta, GA

Executive Master of Business Administration, 2009

International Colloquium in Russia and the Czech Republic, 2008

University Dr. Jose Matias Delgado, El Salvador

Bachelor of Science in Business Administration, Marketing Major, 1997

LANGUAGES

Fluent in English, Native Spanish Speaker, Basic Italian

PROFESSIONAL SEMINARS AND CERTIFICATIONS

Clorox's Manager Certification Program, CA, 2008

Health Promotion Conference, CDC, GA, 2006

Health Horizons Global Conference, IFTF, CA, 2005

Creative Problem Solving Institute (CPSI), 2005

Advanced Presentations: Storytelling, WI, 2004