

Mark Nicpon, MBA

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Qualifications

I am an innovative and strategic executive who utilizes experience in EOS, strategic planning, sales, marketing, operations, information technology and manufacturing to drive business value and exceed business objectives. I have a proven track record of developing personnel for growth and success.

Expertise: EOS Integrator, Strategic Planning, Business Strategy, P&L Responsibility, Analytics, Budgets, Negotiation, Forecasting, Leadership, Management, Cross-functional team Management, Talent Management, IT Strategy, Application Development, E-commerce, Business Intelligence, Digital Marketing, Project Planning, Project Management

Education

Master of Business Administration - University of St. Thomas, St. Paul, MN

Bachelor of Science - Chemical Engineering – University of Minnesota, Minneapolis, MN

Professional Experience

President (Integrator) | Top All/Kato Roofing

January 2020 – May 2020

Top All and Kato Roofing are private, family owned commercial roofing companies with a combined revenue of \$15 million offering new and replacement roof systems, emergency leak service and repair and preventative maintenance.

- I had begun to implement EOS when the sudden downturn in business due to the outbreak of the Coronavirus caused the Owner/Visionary to reevaluate future plans and eliminate my position.

Chief Operating Officer (Integrator) | PCS Residential

July 2017 – December 2019

PCS Residential is a private, family owned general contracting firm specializing in exterior restoration with annual revenues of \$15 million, 30 employees and operations in Eagan MN and Denver CO.

Capitalizing on my planning and leadership expertise, implemented EOS to bring organizational discipline to position the company for growth in new markets. Worked with the business owner on talent management strategies and organizational change management.

- Full P&L responsibility and directly managed the personnel and daily operations of all functions of the business including sales, marketing, operations, finance, legal, HR and technology.
- Decreased production backlog from 6 months to 6 weeks through the implementation of standardized operational processes.
- Increased sales 50% year over year by implementing targeted marketing, referral sales and effective sales management.
- Implemented EOS and led the strategic planning process to prioritize projects based on alignment with corporate goals and ROI, implemented accurate financial reporting, controls, operational performance metrics, brand standards and organizational structure.
- Secured additional financing with an existing bank to extend working capital to finance growth

Founder/President | Proton Consulting

September 2014 – July 2017

- Serving as a strategic business and technology advisor, partnered with executive leadership teams to develop and execute plans to achieve sustainable and profitable growth. Client companies were in the hospitality space.
- Led a team of 75 in developing technology solutions to ensure compliance with the Department of Labor Fiduciary Rule.

Chief Operating Officer (Integrator) | Northcott Hospitality

March 2011 – August 2014

Northcott Hospitality is a private hospitality firm involved in hotel franchising and restaurant operations with annual revenues of \$275 million, 4,700 employees and more than 200 locations in 24 states.

Implemented EOS and directed strategic planning initiatives for AmericInn, the \$200 million mid-scale hotel chain with 200 hotels throughout the United States. Worked with the board on evolution of the brand, talent evaluation, succession planning and risk assessment.

- As a member of the executive team, led the annual strategic planning process for the \$200 million AmericInn Hotels business unit including the establishment of a methodology for adherence to the plan, the implementation of EOS, which led to the attainment of revenue and EBITDA objectives.
- Held P&L responsibility for all branded revenue channels, created the brand marketing strategy and managed the team responsible for execution including a \$500K/month digital spend, UX/UI, PPC, SEO, mobile, social, email, partnerships and brand architecture initiatives.
- Oversaw the development of three generations of brand e-commerce websites which increased online revenue from less than \$5 million to over \$60 million annually.

Chief Information Officer | Northcott Hospitality

April 2002 – March 2011

I was hired by the CEO to lead the transformation of the IT function from tactical execution to that of a strategic asset. Responsibilities included partnering with business unit leaders to implement technology solutions for operations, marketing, sales, finance and administration.

- Architected and implemented a technology strategy including SaaS based solutions for ERP, point of sale, distribution, central reservations, loyalty program, customer satisfaction system, learning management system and brand e-commerce website.
- Made critical build vs. buy and technology partnering decisions. Led vendor selection and management processes including RFPs, pricing, contract negotiation and SLAs and managed against deliverables including SOWs, change management, approval of deliverables and scorecards.
- Led business continuity and disaster recovery planning and was responsible for organizational PCI compliance

Director of Business Development | Orbit Systems

October 2001 – April 2002

Director of Business Development and Sr. Business Consultant | Wizmo Inc.

January 1998 – June 2001

Vice President of Manufacturing | E-Z Gard Industries

January 1995 – January 1998

Director of Manufacturing | LecTec Corporation

October 1992 – January 1995

Production Manager | LecTec Corporation

June 1990 – October 1992

Technical Manager | LecTec Corporation

September 1988 – June 1990

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March 22, 2021

Dear Sir or Madam:

I recently became a member of the St. Joseph's Business Guild and I'm confident that my leadership experience can help your business in the following manner:

1. Bring discipline and accountability to the organization – As an EOS Integrator and the leader of the strategic planning process for multiple companies, I have a proven methodology to not only develop a strategic plan and budget but also ensure that individuals are held accountable and execute according to the plan.
2. P&L responsibility for AmericInn Hotels a hotel chain with 200 locations and \$200 million in annual revenue - At Northcott Hospitality, the parent of AmericInn, I led the team that implemented and built the financial systems and reports, so I understood where the numbers originated as well as what they meant. In addition, I performed the monthly financial analysis for the executive team, led our strategic planning process and was responsible for the development and monitoring of performance against our forecasts and budgets.
3. A diverse background with experience in start-up, family owned and private equity owned companies – My career has been spent in various roles, management, operations, sales, marketing and IT, which has provided me with an intimate understanding of how to run a company. I came about this experience by always being willing to do whatever was required to grow revenue and maximize profitability. The key to capitalizing on market opportunities is to lead by having a strategic plan tied to performance objectives along with a high performing team, both of which I have expertise in developing and implementing.
4. Worked with the board on talent management and succession planning - Every year we would evaluate every position in the company and determine who would fill in on an interim basis if that person left and was there anyone in the organization that could fill that position within 1-2 years. Personnel development plans were then incorporated into individual performance evaluations as part of the talent management process. This process created a high performing team that had the skills necessary to successfully execute the strategic plan and achieve 60% company growth over 10 years.

With my 19 years of C-level leadership, financial analysis skills and experience developing and training high performing teams on a nationwide basis, I know that I would make an excellent addition to your team. I would appreciate learning of any opportunities you may be aware of or networking with you.

Sincerely,
Mark Nicpon