

Carmela E. DeNicola

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Executive Profile

Business Professional with proven abilities in Business Partnerships & Client Management, Business Development, Branding & Identity Marketing, and Operational Efficiency.

Accomplished leader who quickly grasps complex concepts, analyzes, and interprets ideas into logical strategy to build and strengthen business and improve the customer experience. Able to identify areas of strengths and weaknesses and implement company policies, standards, changes in operations and systems that optimize productivity and the bottom line. Demonstrated ability to motivate staff to maximize productivity and control costs through the most effective uses of manpower and available resources. An ambitious, optimistic and results-oriented business professional.

Skill Highlights:

- Business Partnerships & Client Management
- Operations Management
- Cause-Effect Problem Solving
- Change Management
- Strategic Planning
- Manager / Motivator / Leader
- Change Management
- Project Management / Consulting

Core Accomplishments:

Business Development:

- Developed new marketing strategy which increased customer base by 48%.
- Created marketing program model that increased profitability by 22%.
- Oversight of Managed Partner & Client Relationships.

Strategic Planning / Project Management:

- Launched reorganization to align enterprise with global strategy, improve bottom line and enhance customer satisfaction.
- Launched e-Commerce initiative to improve operation efficiency and improve the customer experience.
- Developed the "ONE COMPANY" initiative to achieve brand consistency.

Manager / Motivator / Leader:

- Implemented "Performance Scorecard" to drive management behavior and to improve staff performance.
- Launched well-received program of professional development courses for all staff.

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Professional Experience:

06/2011 - Present **Advanced Mediation Solutions, Inc.** Voorhees, NJ

Consultant - Marketing & Business Development

Business Consultant for this privately held start-up company of niche oriented family services. Tasked with providing business strategies to expand the business from a single turnkey operation to a multi-turnkey enterprise including branding, e-commerce solutions, social media and advertising campaigns. Development of strategic alliances within targeted markets to produce new business and professional services referral base.

04/2010 - 05/2011 **Canon Financial Services, Inc.** Mount Laurel, NJ

Senior Director, Strategic Projects / Change Management

Successful in creating strategic plans, setting and administering budgets, and developing processes to meet short and long term goals. Experienced in operations restructuring to address business growth, reduce costs, and improve service. Analyzed payroll costs and productivity reports, and implemented best practice improvements that saved \$4.6M. Able to instill vision to achieve company goals and surpass production expectations while maintaining quality, customer service integrity through total quality management.

01/2003 - 04/2010 **Canon Financial Services, Inc.** Mount Laurel, NJ

Vice President - Relationship Management

Distinguished career combining outstanding leadership skills with high-caliber general management qualifications. Expert in managing Fortune 100 client relationships. Excellent consensus building, organizational and negotiation skills. Motivational and "lead by example" management style. Confident, articulate, and persuasive. Defined strategy and business plan for new and existing business channels which created new revenue streams, increased profits, and increased market share from 33% to 82%. Initiated program that standardized employee evaluations that increased productivity by 400%. Managed team of 170 professionals. Member of Executive Management Team.

02/1998 - 01/2003 **Canon Financial Services, Inc.** Mount Laurel, NJ

Director, National Leasing

Implemented strategy to leverage financial services as a closing tool for divisional product sales channels to increase revenue and strengthen market share position. Negotiated all financing contracts with Fortune 100 companies and Franchise Print For Pay Superstores to increase product sales and grow revenue 10%+ year over year. Created customized program documentation, training material, policies and procedures to solidify strategic alliances and capture #1 market position.

09/1995 - 02/1998 **Canon Financial Services, Inc.** Mount Laurel, NJ

Manager, Independent Sales & Service

Experienced sales professional with more than 15 years in managing sales, marketing, operations and personnel on a national and corporate level for start-up and existing distribution channels within the financial services industry.

03/1982 - 09/1995 **Tokai Financial Services, Inc.** Berwyn, PA

Asset Management - Advanced from Management Trainee to Director

Successful in creating sales and marketing programs to maximize end of lease equipment sales and enhance ROI. Implemented large ticket equipment appraisals and residual valuation processes.

Education:

Temple University, Philadelphia, PA, USA