

Brad Selig
1000 Profit Court
Home Town, IL 62232
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(502-555-9999)

Respected senior leader with over 22 years experience in ground level operations management, financial programs, and leading personnel at all levels. Innovator with a proven track record of developing new products within emerging markets. Strengths include: human resource (HR) management, sales and revenue/profit margin improvement, customer satisfaction, profit and loss (P&L) responsibility, community and product development, municipality relations, team building, strategic planning, land acquisition, development, sales training, construction management and purchasing/estimating leadership.

Professional Experience

Father and Son Homes
General Manager

O'Fallon, IL
2006-2011

- Serve as the GM of the Illinois Division of the company overseeing 17 communities with annual revenue of over \$42 million. Responsibilities include: HR management, sales, construction, scheduling, estimating, purchasing, lender relation structure, marketing strategy, realtor relations, municipality relations, pricing and cost negotiating management, product development and acting as a corporate liaison to customers and the community.
- Oversee a staff of 16 sales managers, 4 superintendents and 6 administrative employees.
- Implemented new management techniques, cost saving measures and grass roots marketing concepts, resulting in sales and willingness to refer scores improving 20% over previous years.
- Previously functioned as the General Manager for the St Louis Division of the company, managing 14 communities with an overall volume of over 350 sales and over 200 closings per year with an average closing price of \$215,000.
- Engaged board member of the Advisory Board, the Illinois Home Builder's Association, the Illinois Leadership Council and hold multiple smaller municipality leadership responsibilities.

McMansion Homes, Inc.
Vice President (VP) of Operations

Orlando, FL
2005-2006

- Responsible for operational leadership for the flagship division of the company, with an average yearly closings rate of approx 1,000 units, with returns in excess of \$100 Million and a return on assets (ROA) of 91.5%.
- Managed land acquisition, development and contractual fulfillment for self developed as well as assigned land transactions.
- Negotiated and created working relationships with developers and banks to ensure off balance sheet compliance for increased ROA.
- Developed sales and marketing strategies to increase traffic, secure backlog contracts, and improve realtor relationships while increasing the value and market share for the company.
- Implemented best practices for all departments including: purchasing, construction, land, finance, sales and marketing, and architectural and permitting resources.
- Oversaw a staff of 18 including VP Finance, VP Sales and Marketing, VP Construction, VP Purchasing, Land Resource Manager, Architectural Coordinator, Permitting Manager, and HR Manager.
- Led company for overall control and decision making in the absence of a Division President and Senior Vice President.
- Advised the CEO of Parent Company and the Board of Directors of key company activity.
- Coordinated all HR processes and improvements such as bonus structures, continuous improvement and leadership training.

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House Brothers, Inc.
Senior Project Manager

Ft. Myers, FL
2003-2005

- Served as the senior project manager, with responsibilities including: contracting all subs and vendors, creating and constantly monitoring the profitability analysis, managing all aspects of the sales and construction department, land acquisition, accounting and budgeting procedures and customer interaction and settlement.
- Took a community that was originally scheduled to have a projected pace of 72 Homes per year to 195 homes with streamlined production and a 30% increase in profit.
- Oversaw the settlement of 6 land acquisitions with land use and profitability mix developed through master competitive analysis and profitability evaluations.
- Designed community layout, features and structures along with overall land development strategy with Land Development Managers and engineers.
- Reduced over budgets to less than .5% and accounting errors and double payments to less than 1%.
- Recruited and contracted 47 major subs and vendors and 15 key employee personnel in a very tight and limited market.

Sinai Builders, Inc.
President, CEO, CFO

Lexington, KY
1989-2003

- Developed custom high-end product for large scale, scattered site projects.
- Increased average home sales price from \$165,000 to \$275,000.
- Negotiated extended terms with suppliers, extended credit lines, waiver of service or re-stocking fees, resulting in a bottom line savings of 12.8% annually.
- Reduced operating expense \$154,000 annually by renegotiating interest rates, closing cost points and fees from lenders on construction notes before and during construction.
- Coordinated with local agencies to permit building projects and development by re-zoning from existing status and overachieving written goals and guidelines.
- Introduced new products into the residential market that within several months became the industry standard for the demographical region.
- Boosted sales 35% in custom market for clients with specific custom needs.
- Resolved customer disputes and concerns with exceeding expectations, minimal warranty issues and a high willingness to refer results.

Education

University of Kentucky

8/1989-4/1992

Bachelor of Science, Business Administration/Finance

United States Naval Academy

6/1988-6/1989