
JERELL GOODMAN

ORANGE COUNTY, CA ▪ (844) 537-3554 ▪ CONTACT@JERELLGODMAN.COM

BUSINESS OPERATIONS MANAGEMENT

Eighteen years experience in Sales, Call Center, Marketing, Human Resources, Finance, and Operations. Demonstrated leadership in information technology, rapidly changing environments, and innovation. Desire to understand core competencies and deficiencies in order to overcome obstacles and surpass goals.

Strategic Planning
Personnel Development
Profit and Loss

Process Improvement
PBX and ACD Management
Sales Cycle Identification

ROI Analysis
Budgeting and Forecasting
CRM Management

DIRECTOR OF OPERATIONS

Low Voltage Integrator focused on Sales, Installation and Service throughout Southern California

BUSINESS INSTALLS

2014 – PRESENT

Oversight of system design, bidding, and installation of networking and communication infrastructures. Strict budget creation and profit and loss calculations mandatory for organization. Ultimately responsible for dispatch, trouble shooting, field technicians, and ongoing maintenance.

- Restructured financial system and reporting model leading to substantial improvement in quality of reporting package for private equity board of directors meetings.
- Arranged financing and revenue models for large Multi Dwelling Unit and Free to Guest properties including hospitals, hotels, prisons, and assisted living facilities.
- Negotiated service contracts with leading retail chain, doubling revenue and technician workforce.
- Developed new processes regarding proposals, commercial sales, installation issues, inventory, and reports.
- Executed significant equipment upgrade project for phase-out of obsolete hardware resulting in 25% increase of property revenue.
- Increased additional sales on site by 30% through technician training and selling strategies.

VICE PRESIDENT

Nationwide Marketing, Sales, Call Center, and Aggregator of telecommunications products.

CONNECT YOUR HOME

2007 – 2014

Directly responsible for all financial and sales management of \$12 million marketing and call center operations. Oversight of operating procedures among 5 direct reports in Marketing, Sales, IT, Human Resources, and Finance. Indirect report of 120+ employees, overflow and international Call Centers.

- Successfully transitioned acquisition from pure outbound to a multi-channel, passive inbound program including SEO, PPC, and offline mediums.
- Executed multiple Reduction in Force Initiatives to revamp and streamline operations.
- Introduced Job Creation and Retention Program to re-focus Board on KPI metrics and strategies.
- Responsible for Carrier, PBX and CRM needs, discovery, selection, contract negotiation, milestones, transition, implementation, documentation, and maintenance.
- Recruited, designed, and executed \$1.5 million international workforce for program migration in 30 days.
- Overhauled financial statements and performance metrics to fully utilize database capabilities and budgets, leading to 15% cost reduction and 10% program improvement.
- Led team responsible for extensive annual call volume forecast incorporating seasonality, trend, and business cycle variances to achieve 97% accuracy.

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CALL CENTER DIRECTOR

Independent Mortgage Broker and Originator specializing in Prime and Sub-Prime Residential

EBN FINANCIAL

2002 – 2007

Managed outbound dialing campaign and inbound call workflow. High availability call center with significant technology challenges and migrations. Rapid growth and shifting strategy from marketing to direction and implementation.

- Increased Gross Annual Revenue from \$5 million to \$11 million by adding complimentary products and diversifying sales channels.
- Worked extensively with I.T. to implement detailed processes through MySQL, ODBC, Excel, PHP, and HTML, significantly reducing management reporting responsibilities.
- Implemented and developed Quality Assurance, Compliance, and early detection procedures to align with State, Federal, and Industry oversight.
- Envisioned and implemented “Screen Pop” technology to establish link between front of house operations, marketing effectiveness, and financial data.

INSIDE SALES MANAGER

\$28 Billion Market Cap provider of television in the direct-to-home satellite industry.

DISH NETWORK

1997 – 2002

Installation and Distribution support across SMB, National Accounts, and Independent Dealer Channels. Managed 12 Direct Reports led training, handled RMA issues, and Primary Accounts.

- Managed 2,500 retail accounts purchasing over \$120 million in product annually.
- Increased daily sales by \$100k through increased efficiency of ACT! Database.
- Created information sharing, communication, and feedback program across regional offices.

TERRITORY MANAGER

2000 – 2001

Dealer Support, Acquisition, Onboarding, Event Coordination, and Training in San Diego.

MERCHANDISING COORDINATOR

1999 – 2000

National Account POP display, setup and training throughout Oregon and Idaho.

ACCOUNT EXECUTIVE

1998 – 1999

Phone support and product ordering. Inside contact for sales assistance.

FIELD SERVICE SPECIALIST

1997 – 1998

Installation of commercial and residential satellite systems covering all of Northern California.

EDUCATION AND PROFESSIONAL DEVELOPMENT

Toastmasters International	Yorba Linda, CA	2015 - Present
Fullerton College	Fullerton, CA	2015 - 2016
CSLB C-7 Low Voltage RMO	Orange County, CA	2007 - Present
CA B.E.A.R. – Electronics	Orange County, CA	2013 - Present
American River College	Sacramento, CA	1995 - 1997

INDUSTRY AFFILIATIONS AND CERTIFICATIONS

CEDIA Member	SBCA Certified Technician and Member
Lean Six Sigma Green Belt Certified	FtOC VoIP Certification
SMS 800 Responsible Organization	PCI Data Security Standard Certification