

# SHUFORD WALL, MBA

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3928 Madison Avenue \* Greensboro, NC 27410 \* [336-601-7081](tel:336-601-7081)\* [smwall3@hotmail.com](mailto:smwall3@hotmail.com)

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## **SUMMARY**

Results-oriented management executive with extensive multi-industry experience. Strong achievement record of increasing revenues, identifying market opportunities, and developing customer retention. Demonstrated ability in handling multifaceted tasks and implementing tactical action plans. Skilled in all facets of financial analysis, budgeting, operational planning, and economizing operating costs. Proven leadership qualities in motivating and inspiring diverse groups. Technically proficient in Microsoft Office and familiar with QuickBooks Premier.

## **PROFESSIONAL EXPERIENCE**

Community Resource Solutions, LLC, Greensboro, NC 2008 - 2009

### **Vice President of Finance/Administration**

- Managed daily administrative activities of a five-branch, mental health/substance abuse service agency.
- Managed/supervised 1 FT person in Medicaid billing reconciliation, monthly accounting functions.
- Bid/negotiated third party bi-weekly payroll contract; switched to in-house payroll – supervised semi-monthly payroll on QuickBooks payroll module.
- Compiled revenue & costs projections, budgets, performed asset acquisitions & financing.
- Bid/negotiated all general liability & health insurance contracts along with accompanying administrative duties.

QSL Douglasville, LLC 2007 – 2009

### **Managing Partner; Co-Owner**

- Formed purchaser group that bought on-going franchise operations of a sports-theme, casual-family dine restaurant in Atlanta area.
- Performed bank reconciliation, financial analysis/overview, budgeting, P & L, banking relationship, debt and equity financing.

Hardin's Wholesale Florist Supply Inc., Liberty, NC 2001 - 2007

### **Executive Sales Representative**

- Developed \$1.5 million in new annual sales by (a) identified grocery chain accounts that used both direct store delivery and central warehouse delivery program; (b) compiled new sales territory via cold call marketing program aimed at retail florists.
- Directed in-store, live plant merchandising program that significantly reduced plant shrinkage among grocery stores, independent nursery/garden centers, and floral retailers.

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## **Perishable Floral Buyer**

- Negotiated floral & greenery purchases from domestic floral brokers and South American flower farms.
- Responsible for weekly transportation/logistical details of refrigerated floral deliveries (200-400 boxes).
- Significantly improved flower product shelf life by implementing quality assurance measures.

Elliott's Wholesale Florist Supply Inc., Greensboro, NC 1992-2001

**President; Co-owner** - grew sales from \$1.7 million to \$6.0 million.

- Managed daily sales and operations; expanded from single facility to four branch offices.
- Developed & implemented sales training program for all route sales personnel.
- Installed "chain of life" procedures and inventory controls that dramatically increased product self life and improved inventory turnover.
- Negotiated & managed daily floral purchases from self-developed domestic and international flower vendors.
- Supervised weekly logistics of refrigerated product deliveries, including ground & air freight services.
- Bid & negotiated annual insurance contracts involving transportation, general liability/health insurances.
- Purchased & negotiated permanent financing or leasing contracts of branch facilities, rolling stock, and refrigeration requirements.

SMW & Associates, Chapel Hill, NC

1989-1991

## **Business consultant**

- Provided management expertise for small-medium sized companies seeking turnaround or buy-outs advice.
- Prepared business plans including sales & marketing research, operational analysis, financial projections, and financing options.

## **EDUCATION**

Masters in Business Administration –University of North Carolina, Chapel Hill, NC  
Bachelor of Arts-Presbyterian College, Clinton, SC

## **MILITARY SERVICE**

US Army- First Lt. Infantry

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## **AWARDS & POSTS**

- Active member in Greensboro Urban Ministries, Stephens Ministry
- Past Board member, North Carolina Florists Association.
- Past member of Logistics Committee, Southeastern Region of Wholesale Florist Supplier Association.
- Past North Carolina Floral Wholesaler of the Year.
- Member of Who's Who in American Business.
- Past President, South Carolina Pulpwood Dealers Association.
- Past Sessional Board member in Presbyterian church.