

MIKE GENCO

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Business Development Professional & Consulting

Strategic Planning • Sales Management • Organizational Leadership • Food Management

An effective Sales and Management Leader with *significant experience in building teams, exceeding goals, cultivating Profitable long-term relationships over the last 20 years.* Demonstrated and proven qualities include:

- Project Management
- Revenue/Profit Generation
- Multi Account Management
- Organizational Leadership
- Negotiations/Closing the Deal
- Food Systems Management
- Human Capital Relations
- Telecommunication
- Sales Strategies/Critical thinking

PROFESSIONAL EXPERIENCE

CMG STRATEGIC MANAGEMENT CONSULTING
GENERAL MANAGER

WINTER PARK, FL

2008 – PRESENT

DIRECT AND PROVIDE MANAGEMENT CONSULTING SERVICES FOR FINANCIAL AND PROFESSIONAL INDUSTRIES. THIS INCLUDES THE REVIEW THE CLIENTS' CURRENT PRACTICES, SERVICES, CHALLENGES AND GOALS. WE THEN FORMULATE A DETAILED ACTION PLAN TO ACCOMPLISH THE NECESSARY CHANGE(S) TO ACCOMPLISH THEIR GOALS. THE PROCESS INCLUDES SALES, OPERATIONS, MANAGEMENT, PROJECT MANAGEMENT, SECURITY, PURCHASING AND CUSTOMER SERVICE AREAS.

Vice President of Business Development

Orlando, FL

1999 – 2008

Directed the B2B Wireless Telecom Business sales, along with relationships for 3 wireless retail operations that represented Sprint with Nextel sales and service. Managed a budget of \$1.8 M, which included a service repair budget of \$500,000 and retail sales of 1.3 M. Operational responsibilities included; Direct staff training, policy development, hiring, security, budget management and continuous operations improvement.

Director of Food Service Division
Batavia Pepsi-Cola

Batavia, NY

1993–1999

Managed and implemented all aspects of New Food Service Division; this included sales, design, training, hiring, implementation of policy and budget for a multi-million dollar operation. Directed day-to-day operations including commissary production, corporate cafeteria service, and a full-service catering in the Western New York Region that included Buffalo, Rochester, and Batavia, New York

General Manger
Albany Pepsi – Cola

Albany, NY

1990 – 1993

Managed the Sales and Operations of the Food Service & Vending Company, which included 25 sales routes generating \$7.5 million in sales. Direct reports included 5 department managers and 70 hourly and/or commission employees. Accomplishments included; increased annual sales by 12% in the competitive tri-city area market and led the acquisition team that purchased 2 other companies. Specific operational responsibilities included; direct staff training, policy development, hiring, security, budget management and continuous operations improvement

Other Key Food Service Experience

Director of Food and Nutrition - Albany County Nursing Home	Albany, NY	(Self Op – 5000 meals per day)	2 years
Director of Food Service - Daughters of Sarah Residential Facility	Albany, NY	(Canteen Corporation) (Kosher Facility)	18 Months
Director of Food Service - Wyoming County Hospital & Skilled Nursing Facility	Warsaw, NY	(Canteen Corporation)	14 Months
Food Service Manager - State University College at Buffalo ~ FSA	Buffalo, NY	(Multi-Unit Operation)	20 Months

COMMUNITY LEADERSHIP / SERVICE

Altamonte Springs Rotary Club - Rotary Member (1999 – 2010), President (2003 – 2004), Assistant District Governor (2006 – 2008)

Lake Mary YMCA - Hockey Coach - (2002 – 2006)

Annebury Home Owners Association - President - 2005 – Present

Seminole County Small Business Advisory Board - Board Member – 2007 – Present

EDUCATION

- State University College at Buffalo - Buffalo, NY: B.S., Food Service Administration
- Erie Community College – Williamsville, NY A.A.S Food Industry Systems Management

Military 6 years Army Reserve – Honorable Discharge