

HECTOR J. GARCIA, JR.

SUMMARY

Influential leader with strong experience in operations management, planning, sales, communications, marketing, finance, business development and teamwork. Cross-functional management background with a solid history of successfully managing local and national operations delivering increased sales, production and efficiency.

- Strategy, Vision & Mission Planning
- Advertising Strategies
- Operations & General Management
- Board Relations
- Financial Planning & Development
- P&L Management
- Team Building, Leadership & Development
- Marketing & Communications
- Strategic Alliances
- Capital Campaigns
- Six Sigma
- Facilities Management

PROFESSIONAL EXPERIENCE

FIRN, INC.

2010-PRESENT

CEO & EXECUTIVE DIRECTOR

As the CEO and Chief Executive Officer of the corporation the position reports to a Board of Directors. The CEO provides leadership to staff and board for the development of best practices in services to clients and the community. She/he carries primary responsibility for grant writing, grant management and building funding relationships in the community with corporations, individuals, the faith community, service organizations, organizations of foreign-born residents, foundations and government agencies

AMERICAN CANCER SOCIETY

2007 – 2009

Vice President Operations, South Atlantic Division, Baltimore, MD

Organization leader reporting directly to the COO with responsibilities for fundraising, budget management, strategic and business planning objectives and directing field operations for the South Atlantic Division consisting of seven states and the District of Columbia.

- Performed market analysis to identify and develop business plans to capitalize on growth areas for selected fundraising events increasing income by \$2M.
- Monitored regional and department income and expenses for exceptions, irregularities and cost efficiencies utilizing Six Sigma methodology which reduced the departmental operational budget by 12% and a savings of \$500,000.
- Created a centralized “framework” and processes for capturing all volunteers’ data on skills, experience and areas of development which allowed ACS to better align volunteers to staffing assignments, capturing experiences and establishing a long-range development plan for each volunteer to gain additional skills.
- Served as liaison to multiple project teams; Constituent Relationship Management, Diversity (staff, donors and volunteers), Hispanic Initiatives, Talent Strategies and Board of Directors Design Teams.

AMERICAN RED CROSS

1988 – 2007

Chief Operating Officer, Greater Chesapeake and Potomac Region, Baltimore, MD

Managed all facets of operations for the Blood Services region consisting of four states, \$82M budget, 800 employees and annual blood collections in excess of 300,000 products.

- Increased customer base from 157,000 to 275,000 and frequency of donations through extensive research profiling “communities” with individuals more likely to donate.
- Established four new facilities (13 total) to provide customers with better access resulting in a 23% increase in frequency of donations.

AMERICAN RED CROSS, continued

- Implemented a centralized call center that was ultimately adopted nationwide that tracked each donor, provided staff with a systematic approach to notify donors when it was time to schedule an appointment and allowed for a one-point of contact 24/7. The centralized system increased blood collection production by 26% and improved customer service.
- Reduced expenses by \$3.5M by consolidating seven offices into two centralized locations and adding blood collection operations to each facility which provided additional revenue for the American Red Cross.

Area Director Donor Services, North Atlantic Area, Dedham, MA

Provided management, sales, marketing, advertising, training and communications support to nine Blood Services regions in the North Atlantic Area and managed field staff to enhance local operations.

- Implemented Integrity Selling training resulting in a 23% increase in donations.
- Consolidated all advertising and collateral printed materials for consistency in messaging and annual savings of over \$1M.
- Merged regional call centers and technologies to increase production and decrease costs resulting in savings of \$500,000 and 60,000 additional products.
- Reduced operating costs by consolidating facilities, equipment and contracts.

Director Donor Marketing, Washington, D.C.

Designed and developed national marketing and business strategies to support the national Red Cross system expansion of customer base, provide adequate supplies at critical periods, communicating and implementing best practices.

- Implemented telemarketing systems and "Predictive Dialing" technology in 12 regions which allowed staff to acquire donor information and history when connecting to potential donors.
- Partnered with AT&T to create and implement the 1-800-GIVE-LIFE national number which remains one of the highest recognized marketing tools for the American Red Cross.
- Implemented and trained 400+ sales representatives and managers on via the American Red Cross Satellite Network on Sales Skills allowing for consistent approaches and increasing production by 7%.
- Collaborated with the National Ad Council to produce annual and seasonal advertising campaigns to increase awareness of the need for blood donations and blood products.
- Acted as the Delegate of the International Federation of Red Cross and Red Cross Crescent Societies providing advice to support the capital campaigns and blood donor recruitment programs of Central America Red Cross Societies.

Director, Donor Services, San Juan, Puerto Rico

Managed and directed all departmental operations, including Blood Donor Recruitment, Nursing, Telemarketing, Information Systems, Human Resources, Public Relations and Advertising. Developed and implemented marketing and business strategy for blood collections and product sales.

- Spearheaded \$5M Capital Campaign for new facility by establishing relationships with three major pharmaceutical companies; Baxter, Abbott, Johnson&Johnson to raise funds within one year in to ensure a state-of-the-art manufacturing facility was in place which increased production and sales goals by 18%.
- Successful union contract negotiations with multiple unions (Teamsters and Nurses Union) establishing service performance standards to ensure increased blood collections and excellence in service delivery.

EDUCATION

UNIVERSITY OF FLORIDA, Gainesville, FL
Master of Business Administration
UNIVERSITY OF FLORIDA, Gainesville, FL
Bachelor of Science, Chemistry & Biology

PROFESSIONAL ASSOCIATIONS & AFFILIATIONS

American Association of Blood Banks
American Marketing Association
Association of Fundraising Professionals
Society for Human Resource Management
United Way
Humane Society
United States of America Triathlon
Mid Maryland Triathlon Club

AWARDS & ACHIEVEMENTS

Ford Ironman Finisher (2002, 2008)
Values Award (2008)
Stand for a Hand Award (2008)
Exemplary Service Award (2000)
Service Excellence Award (1999)
President's Cultural Diversity Ambassador's Award (1996)

PUBLICATIONS

Training Needs Assessment for Donor Services
Association of Donor Recruitment Professionals
Donor Recruitment Report - Honduras, El Salvador and Nicaragua
Fifth International Colloquium for the Recruitment of Voluntary
Non-Remunerated Blood Donors
Donor Recruitment and Retention
American Association of Blood Banks
Donor Recruitment and Cultural Diversity
Community Voices, American Red Cross