

Randall Louis Vaca

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Regional Operations **Manager**

NC First

Asst Regional Manager

Exceedingly successful, results driven and strategic business leader in sales and operations possessing the ability to effectively lead across multiple states and markets. Excellent driver of top line revenue with firm control on profit and P&L management. Institutes high standards and collaborates with HR & Finance to develop the team with unparalleled coaching for mastery manifesting immediate impact on delivering results and build foundation generating a long term culture of success.

NC First

Asst Regional Manager

2020-Present

- Merge our interest with local public events and sufficiently staff events to illicit public opinions and voter registrations
- Establish and maintain relationship with businesses for our field representatives to solicit public opinion
- Train and educate field representative in a geographical region to work with the public to gain insight into their views
- Meet and exceed predetermined metrics by attaining surveys and voter registrations
- Mentor and coach individual with team to build excellence int their approach to maximize our surveys
- Lead team in daily communication to ramp up their enthusiasm and daily individuals coaching and maximize their efforts

TruGreen - Charlotte, NC

2019-Present

District **General Manager**

- Cultivated team, hired, trained and aligned sales & service teams, delivered 24% YOY gain in customer base
- Facilitated training on communication points and increased Net Promoter Score by 77 points in 6 weeks to rank #1 in the division of 125 locations for highest customer satisfaction from -10 to 67
- Actualized efficiencies, exceeded profit goals, maximized sales & service plans & delivered on EBITDA
- Launched retention training plan in operational staff yielding an increased service rate of 4% from 88-92%
- Established a transformation to a culture of success achieving 2 Safety Awards 2017 & 2018 Accident-Free
- Streamlined processes and implemented sales touch points with field managers, delivered 30% sales increase 1st & 2nd quarter in 2017, received National Recognition

United Northern Bank - Charlotte, NC

2013-2014

Licensed & Registered Senior Loan Officer

- Demonstrated excellent sales, marketing and customer service skills, developed business & grew to 100+ closed mortgage loans
- Successfully actualized sales process and achieved 42% closing rate; delivered 27% better than plan, led close %, best in company

Schwan's Home Service - Charlotte, NC

2006-2012

District Manager - 2010-2012 Mid Atlantic - NC, SC, VA, WVA, MD, OH and TN

District Manager - 2012-2013 Piedmont - NC, SC, GA,VA, TN

- Collaborated with 2 outside consultants during 6 month daily shadow, 5 days a week to develop training program for District Managers & General Managers due to the level of success my results & team development
- Partnered with HR and trained and all new HR Generalists, HR Field Managers and General Managers their first 6 weeks with our company to stream line their assimilation
- Led 14 Direct Report General Managers across 7 states yielding, maximized top line revenue & profit
- Instituted Gold Standard Coaching to address retention yielding 23% Growth in customer base YOY by training General Managers to successfully communicate with our associate & customer base
- Promoted largest District Mega-Region in the company of 50M annual top line revenue July 2012

Location General Manager of Sales and Operations - Charlotte, NC

- Promoted to GM Trainer Nationally for upcoming & existing General Managers, only 1 on National Level
- Developed, Recruited, hired, trained 6 sales associates that were promoted to managers within 2 yrs
- Streamlined sales process and implemented engaged efficiency training and grew from .875 to 2.4M in 1.5 yrs
- Exceeded profit goal by 125% in 2011 by recruiting and training new sales representatives
- Instituted culture of safety, winning safest office in company of 500+ offices, 0 accidents in 4 years
- Promoted July 2012 to a District/Regional General Manager (Mountain/Blue-Ridge/Mid-Atlantic)

Assistant Location Manager - Charlotte, NC

- Promoted April 2006 to a Location General Manager (Charlotte) Achieved 100% of goal in every category - sales, retention, customer base growth 2010, 2011
- Promoted June 2010 to a District General Manager (Blue Ridge)

Portico Mortgage - Charlotte, NC Executive Vice President of Sales , VP of Sales, Residential & Commercial Loan Officer	2000 –2006
Capital Street Mortgage - Charlotte, NC Sales Manager & Loan Officer	1999 –2000
Enterprise Rent A Car Farmington Hills, MI Branch Sales Manager & Assistant Branch Sales Manager & Sales Associate	1996 –1999
EDUCATION Bachelor of Business Administration, Finance & Marketing Illinois Benedictine University	Lisle, Il