

TRACY MOORE

morety3@gmail.com | M: 614-598-8017

RELATIONSHIP BUILDER – CHANGE CHAMPION

Inspirational leader with an ability to transform broad-stroke concepts and ideas into actionable goals and priorities. Team-focused leader able to motivate and engage individuals during periods of accelerated growth, continuous change, and transition. Action oriented performer able to embrace difficult conversations and issues. Champion of change management and process improvement to drive organizational excellence and related outcomes. Connector of people.

AREAS OF EXPERTISE

Program Development– Relationship Building– Strategic Planning – Training & Development
Team Motivation – Budget Creation and Oversight – Margin Improvement
Marketing – Client Retention – Project Management – Business Development

PROFESSIONAL EXPERIENCE

Health Care Concierge – Columbus, OH

Health care organization focused on providing care to seniors and assisting them in aging in place.

Chief Operating Officer (2017-present)

Values mission and vision as well as short and long-term goals with guidance from CEO owner. Provides oversight of all activities, manages the day to day operations and assures a smoothly functioning efficient organization. Ensures program quality and organizational stability through development and implementation of standards and controls, systems and procedures and regular evaluation. Oversees and maintains the fiscal activities of the organization including budgeting, reporting, and audits. Facilitates the integration of the company into the fabric of the community by using effective marketing and communications activities. Acts as an advocate, within the public and private sector for issues relevant to its services and constituencies. Creates a reputation for the advancement and growth of the company that has integrity, quality, consistency.

Church Mutual Insurance Company – Merrill, WI

Premier provider of insurance services to our customers in the religious institutional marketplace and other compatible markets.

Regional Representative - Middle Tennessee (2016-2017)

Prospect, sell, and service new and existing insurance accounts for Church Mutual within the Middle Tennessee area. Conduct on-site visits to inspect, field underwrite, evaluate exposures, and conduct customer new business, renewal, and service presentations. Provide risk management and risk improvement advice as appropriate. Evaluate exposures and round out customer accounts with appropriate coverage. Investigate and respond to customer inquiries. Maintain customer database and process automated insurance transactions.

Girl Scouts of Ohio's Heartland – Columbus, OH

Volunteer-lead organization 2.7 million strong who believe girls can change the world: serving 30 counties in Central Ohio.

Vice President, Mission Delivery (2014 to 2016)

Bottom-line responsibility for council's 5M cookie program, 1M program department, and 100K retail operation.

Accountable for recruiting and managing all council volunteers, the maintenance of five camps, three service centers, and council-wide IT operations. Managed all aspects of grant and funding outcomes and reporting. Played key role in creation of grant funding applications. Supervised a direct staff of seven with overall responsibility for 27 staff of and all part-time program presenters.

- Business Leader of 12-month project engineered to increase value by restructure roles and responsibilities of majority of council staff and instituting new track system for volunteer services and issues (Salesforce.com).
- Key participant in national Girl Scouts USA initiative to vet and onboard new IT partner, Integrity Solutions, resulting in critical membership sales training for councils across the country.
- Member of Girl Scouts of USA committee charged with utilizing IT and web tools to engage more girls nationwide.

American Red Cross – Washington, DC

Humanitarian organization providing emergency assistance, disaster relief, and preparedness education within the US

Division Service Delivery Director – National Headquarters (2013 to 2014)

Responsible for providing American Red Cross preparedness training in 11 Western states to corporate partners and other community members while achieving revenue and service quality targets. Training includes First Aid/CPR/AED, Water Safety and other crucial care giving courses. Lead and supervise 378 FT/PTOC staff and approximately 300 volunteer instructors in providing course scheduling, training material management, training site management, instruction and customer survey processing. Execute agile policy development/evaluation and building efficient process workflows to support all operational work activities. Support Red Cross chapter grant/financial development processes surrounding ARC preparedness training activities.

- One of 40 candidates accepted into American Red Cross LEAD program, an enterprise-wide three-year initiative to develop high potential employees into senior leaders at the Red Cross.
- Recognized as a national “go-to” for change management, assisting others through organizational change.

Division Sales Director – National Headquarters (2011 to 2013)

Within a five state division, lead, evaluated, and improved upon the 2011 launch of a new organizational sales structure for the national delivery of Red Cross first aid, CPR, and AED training courses. Managed, coached, and developed a team of four sales managers and 32 sales representatives towards a revenue goal of \$8 million. Managed full responsibility to develop and implement sales and marketing plan to grow training revenue and boost product sales.

- Grew corporate training revenue by 15% year-over-year through the implementation and measurement of sales team activities including territory opportunity alignment and the effective use of prospect sources.
- Left this division position with sales at 130% of goal, leading the East coast in sales revenue.

Director, Health And Safety Services – Greater Columbus Chapter (2006 to 2011)

Led community and workplace educational initiatives throughout a four county service area in Central Ohio. Managed operational areas (sales, community education, aquatics, first aid, and administration) and a staff of five direct reports, 11 indirect full-time employees, 30 part-time instructors, and a pool of over 200 volunteers. Championed strategic market activities to develop and enhance customer relationships. Accountable for achieving aggressive revenue and margin goals while maintaining a \$1 million budget.

- Achieved operational cost recovery, effectively turning around a \$180K deficit, within three years.
- Expanded “reach,” or program participation, by over 98% in 2005 and significantly increased revenue by adding 10 new site training partners to dramatically expand community outreach.
- Implemented an on-going organizational change initiative that included restructuring, revamping job descriptions, and establishing protocols to increase the department’s professionalism and productivity.

Training Operations Manager – Greater Buffalo Chapter (2001 to 2002)

Managed daily operations of the Health and Safety Services department including three full-time employees and 30 part-time instructors. Coordinated over 500 volunteers and scheduled courses for the community and corporations while developing marketing strategies to maximize enrollment. Wrote grant proposals to fund various community programs including learn-to-swim classes.

- Accelerated the department from the point of extremely limited service delivery capacity to one with fully engaged and active instructor staff delivering training to over 200,000 individuals in FY02.

EDUCATION

Bachelor of Science in Management – Houghton College, West Seneca, NY

PROFESSIONAL DEVELOPMENT & TRAINING

TN Property & Casualty Insurance License – Leadership Training
Project Management – Coaching for Success – Training Needs Analysis
Managing the Training Function – MBTI Facilitator