

BRAD WHITE

PROFESSIONAL SUMMARY

Resourceful leader with 19+ years of experience. Excellent communicator with an ability to build bridges between people and processes. Known for strategic planning abilities, building & motivating high-performing teams, and connecting the two in a positive way. Ready to support any company with needs ranging from ground-up re-building to results-based improvement on existing performance.

WORK HISTORY

FITNESS EQUIPMENT SERVICES LLC, DBA SOLE FITNESS, Salt Lake City, Utah
CHIEF EXECUTIVE OFFICER, 03/2023 – 06/2025

Company Oversight

- Lead the development and execution of strategies to increase revenue by 27% without sacrificing profitability.
- Expanded into new business segments by licensing new brand names, exploring previously untapped price points, and offering unique products to reach a broader market.
- Identified areas of risk and potential liability, acting as a liaison between customers, lawyers, and insurance carriers. Successfully defended the company's position and resolved matters at the source, preventing millions in litigation losses for the business.

Business Development

- Led new digital and software ventures to enhance existing sales and create new revenue streams of up to 10%. Diversified our offerings with products that were immune to the challenges of consumer packaged goods..
- Improved customer journey, including pre- and post-sale support, to ensure complete ownership of the customer experience. Moved support in-house to reduce costs and maintain full control over the experience.

INTERIM CFO, 09/2022 - 03/2023

Financial Leadership

- Demonstrated strong leadership skills and adaptability by stepping in and successfully transitioning responsibilities from the former CFO who retired in 03/2022.
- Worked closely with the CEO and other stakeholders on a goal to improve the bottom line by 50% and top line by 10% YOY. Successfully increased profitability by 66% in the first year while maintaining modest YOY growth.
- Managed and oversaw all financial operations, including financial planning and analysis, accounting, budgeting, forecasting, and financial reporting; acted as key decision-maker for financial matters, providing valuable insights to a multi-national, publicly traded, parent company.

VP OF OPERATIONS, 07/2006 - 09/2022

Operations Management

- Used strong industry knowledge to keep costs low and efficiency high. Through strong negotiating, freight costs as a percentage of sales were reduced from 17% to under 10%.
- Navigated and overcame supply chain challenges during difficult times of unprecedented growth, surrounding COVID 19. Secured shipping capacity during a global shortage, ensuring continued cash flow for the business.
- Managed and oversaw the entire supply chain operation, connecting with a wide range of domestic & international freight carriers, 3PL's, and Final Mile providers.

"Success is not final, failure is not fatal: it is the courage to continue that counts."

– Winston S. Churchill



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[LinkedIn](#)

CORE COMPETENCIES

- Operational Management
- Business Process Improvement
- Financial Management
- Supply Chain Management
- Employee Relations Oversight
- Project & Program Management
- Performance Optimization Strategies
- Documentation Compliance
- Vendor Relationships & Negotiation
- Partnership Development
- Executive Management Advisory
- Organizational Culture
- Technology Proficiency

PERSONAL SKILLS

- Analytical Thinking
- Complex Problem-Solving
- Time Management & Organization
- Multitasking & Prioritization
- Self-Motivated & Goal-Oriented
- Integrity & Accountability
- Quick Study

SOFT SKILLS

- Excellent Communication
- Active Listening
- Compassionate Leadership
- Emotional Intelligence
- Respectful Negotiation
- Relationship Building
- Motivational Interviewing

EDUCATION

University of Utah

Business Administration Program

2005 - 2009

LANGUAGES

English - Native

Spanish - Proficient