

Jerry W. Williams

5 Nightwind Ct. • Columbus, Georgia 31909
jerry@JerryWWilliams.com

Executive Management

Strategic Planning • Operations • Joint Ventures

Highly accomplished Executive with a vision for the future with experience in operations, P&L management, multi-channel product distribution, acquisitions, strategic planning, discovering new profit centers, utilization of hidden assets/underperforming activities and over looked opportunities. Results-oriented, driven leader with success in strategic thinking, and problem solving. Tendency to look to the future and thrive in a dynamic and fluid environment while remaining focused and pragmatic.

Core Competencies

- Visionary Leadership
- P&L Management
- Operations Management
- Mentoring and Coaching
- Change Management
- Overlooked Opportunities
- Using Hidden Assets
- Uncovering New Profit Centers
- Managed Growth
- Strategic Alliances
- Expert Team Builder

Professional Experience

Financial Control, Inc. - Columbus, Ga
President

2006-Present

Studied from national business experts and ran own business.

Key Achievements:

- Hired and trained by one of the largest Management Consulting firms in the country. Learned how to discover the challenges lying within any business, including financial human resource placement, production flow and financial test for all departments
- Worked for a year studying Joint Venture Marketing, strategic alliances, business buying, team building, discovering new profit centers and more with the foremost and most accomplished marketing expert in the country
- Worked with various companies to streamline operations, improve marketing efforts and to enable workflows to be more efficient
- Trained business executives using conference calls and web meetings

Wells Fargo Home Mortgage – Atlanta Ga
Account Executive

2005-2006

Served as Sales Executive for lower Georgia and Alabama in the second largest mortgage/banking company in the United States. Responsible for selling Wells Fargo Home Mortgage products, pricing and process to mortgage brokers.

Key Achievements:

- Increase customer base by over 400%
- Trained clients on use of products and services
- Helped clients to properly structure loans according to governmental guidelines

Associated Mortgage/Olympia Funding – Columbus, Ga
Branch Manager/Loan Officer

2003-2005

Ran day to day operations as Branch Manager, working with 100-150 manufactured home dealers and their clients. Worked extensively with the FHA learning the procedures and documents necessary to allow financing of a home.

Key Achievements:

- Personally licensed in 3 states in order to serve our client list.
- Took a low close ratio office to profitability in 3 months
- Improved employee moral
- Trained staff on the mortgage products and procedures necessary to close mortgage loans
- Worked with an array of attorneys and title agents in 4 states

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Hilton Mortgage II, Inc. – Columbus, Ga
Senior Loan Officer

2001-2003

Served as loan representative for Hilton Mortgage.

Generated conventional, FHA, VA, construction, commercial first and second mortgage loans. Interviewed clients, advised clients, worked with appraisers and attorneys and attended loan closings.

Key Achievements:

- Added new accounts with contractors, manufactured home dealerships and private investors
- Helped clients clean their credit, therefore enabling them to purchase their home
- Worked with executive vice president to streamline operations, improve marketing efforts and to enable workflows to be more efficient

Photo-One, Inc. – Columbus, Ga
President and Chief Executive Officer

1983-2000

Serve as President and CEO of a provider of services in a new and growing industry.

Fully responsible for bottom-line factors, including company vision, long-range strategic planning, product management, marketing and sales. Provided cross-functional management directive to managers and staff of over 30 employees.

Established plans for start-up, including gathering statistical and demographic data on potential locations, the raising of necessary capital and the negation of leases, plus over-seeing of all construction. Responsible for profit and loss as well as the advertising/marketing, sale calls, accounting, human resources, employee training, equipment and property maintenance and policy administration.

Key Achievements:

- *Expanded to eight locations over a six –year period*
- *Increased revenue by over 400%*
- *Improved inventory management*
- *Grew to top 5% in size nationally*
- *Purchased businesses and turned to profitable operation*

SunTrust Bank – Columbus, Ga
Banking Officer/Lender/Branch Management

1978-1983

Responsible for approval of commercial, personal loans and mortgage loans, in a thirty million dollar branch. Worked, in every department covering all aspects of the bank. **Branch Administration** Monitored several areas of the banks seven branches. Those included operations, lending, marketing, and branch personnel. Performed staffing analysis, earnings growth analysis, and retail deposit growth analysis. Worked with business consultants in the restructuring of staffing in various departments and the hours of operation for the local branches, thereby reducing overall expenses and improving profitability.

Key Achievements:

- Worked expensively on many projects to include cost reductions, client service and the ATM team.
- Motivated my direct report employees
- Learned every facet of the banking industry

Education

Bachelor of Business Administration • Management, Production and Finance concentration - Columbus State University -
Columbus, Ga

Christian Counselor- American Association of Christian Counselors 2003

Worked with community programs, soccer coach, served in church leadership positions, worked extensively with political party serving as Vice Chairman, as well as other leadership positions in Junior Achievement and United Way.

Conducted seminars on Divorce Recovery and Grief Recovery.