

Melissa A. Marvel, CPA, MBA

EXECUTIVE LEADERSHIP

BUSINESS STRATEGY, DEVELOPMENT, FINANCIAL AND OPERATIONS

A proven business executive with more than 20 years of progressive experience in business strategy, development, financial, and operations management; within public, private, and non-profit sectors. Possess solid leadership, communications, and interpersonal skills required to successfully build strong collaborative teams and orchestrate complex relationships in various business environments.

Core Qualifications

- Accounting and Financial Management
- Strategic Planning
- Business Planning and Analysis
- Financial Controls and Processes
- Resource Management
- Start-Ups, Entrepreneurship
- Financial Analysis, Reporting, and Investing
- Portfolio, Treasury Management, \$200M+
- Growth Strategy Development | Negotiation Skills
- Operations Management
- Marketing Strategy
- Performance Measurements/Results Driven

PROFESSIONAL EXPERIENCE

Zoom Group Inc. - Louisville, Kentucky

2015 to Present

President / CEO

Interim Consultant / CFO (2014)

Provide strategic, operational, and financial leadership for this non-profit business, including day-to-day directions for a base staff of 48 individuals; also responsible for 400+ Commercial Operations and vocational training program clients.

- Developed and Implemented Strategic Planning: Providing leadership, organizational values, fostering a shared vision, acting as a role model, meanwhile monitoring, adjusting, and ensuring compliance.
- Designed and launched ImpactV, LLC, a “Shared Services Model,” in conjunction with four founding member agencies, supporting business growth with a \$27M collective budget and 400 employees.
- Led Organization through Pandemic, secured PPP, EIDL, and ERTC, Emerging Fiscally Sound.
- During the Pandemic, Created and Launched Multiple Program Services – Comprehensive Care
- Manage Annual Budgets; Established cost savings; Negotiated Existing and New Customer Service Agreements
- Rebranded Zoom Group programs to a “House of Brands Model.”
- Led Organization’s development efforts, resulting in the most extensive grant funding over multiple years.
- Manage and operate commercial and federal government contracts, Global Logistics and Fulfillment, Hospital Laundry Facility, Janitorial and Ground Maintenance, respectively. E.g., UPS, Robley Rex VA Medical Center
- Successfully managed a laundry renovation, working with hospital management, avoiding significant operational delays or shutdowns.

Marvel Enterprises, LLC dba Marvel Real Estate, formerly Buddeke Ventures

2007 to Present

Broker/Owner

Relaunched and operated a real estate and property management business. (Buddeke Related Entities)

Buddeke Company and Related Entities

2006 - 2014

CFO / COO

Led efforts to enhance internal organization processes and infrastructure to support planned growth.

- Ensured the integrity of financial transactions and financial and budget reporting
- Reduced operating and overhead costs by 10%, Annually.
- Implemented sales and marketing training to promote growth by 10%, Annually.

River Green Business Park (Buddeke Related Entity) - Louisville, KY

2005 - 2011

Commercial Real Estate Property Management, Agent / Broker

Managed operational aspects of this multi-million-dollar business, including property management, real estate taxes and insurance, and property maintenance, while developing new leasing opportunities for the business park.

- Negotiated leases and brought third-party services in-house.
- Performed due diligence and facilitated the sale of the business; Managed transition to new ownership.

Kosair Charities, Inc. – Louisville, KY**1995 - 2005****CFO**

Managed all operations activities, including a \$200M endowment, strategic plans, annual audit, budgeting, regulatory reporting, and the Kosair Kids Program, in collaboration with the CEO.

- Fostered banking relationships encompassing treasury functions, including cash management, checking and deposit services, and loan negotiations.
- Developed and formalized an IPS, designed the optimal portfolio, and implemented the new model.
- Staff liaison to the Finance/Audit Committees in all matters of operations, compliance, and reporting.
- Served as the Project Manager for a \$1.4 M renovation of the Kosair Charities Crippled Children's Hospital.

American Express (Optima) – Jacksonville, FL**Finance / Sales / Marketing Liaison**

Managed US Disbursements processing of payments for business partners and customers.

- Administered special handling requirements under strict agreements, control, and compliance frameworks.
- Developed financial models for marketing projects; engaged with cross-functional teams.

Blue & Co. (Potter & Company CPA, LLP) – Louisville, KY**Senior Auditor**

Prepared various types of complex tax returns; examined compilations, reviews; and audits while complying with strict deadline schedules.

- Served as a client service representative.

Internal Revenue Service – Louisville, KY**Federal Agent**

Performed account work for Internal Revenue Service and equivalent agencies.

- Interviewed taxpayers and examined tax returns for individuals, partnerships, and corporations.
- Conducted field audits and submitted two (2) fraud cases to Criminal Investigative Division.

EDUCATION & PROFESSIONAL CERTIFICATIONS/CREDENTIALS

MBA (Entrepreneurship) – University of Louisville, Louisville, KY

CPA – Certified Public Accountant

AICPA – Personal Financial Services

Series 7 and 66 - License

Health and Life Insurance – License

BBA – Eastern Kentucky University, Richmond, KY

AICPA - Non-Profit Certified I & II

CGMA – Chartered Global Management Accountant

AIFA - Accredited Investment Fiduciary Auditor

KREC - Licensed Kentucky Real Estate Agent and Broker

CIVIC INVOLVEMENT

BoD Member, Council on Developmental Disabilities '22 - Current

BoD Member, Kentucky Association of People Supporting Employment First '21 - Current

BoD Member, Kentucky Association of Private Providers '20 – Current

BoD Member, National Association of People Supporting Employment First '22 – '23

BoD Member, KY Commission on Services and Other Supports for Individuals with Disabilities, December '19 – '20

BoD Member, Immediate Past-Chairman: ImpactV, LLC – Nonprofit Shared Services Company, Lead CEO of Founding Agencies '17 – Current

Finance Committee: Rotary Club of Louisville '22

Past VP Finance: Business and Professional Women River City, Past President: Junior League of Louisville

Past President: University of Louisville Entrepreneurship Club, Former Board of Directors: Kentucky Society of CPAs

Member: KY Public Benefit Corporation Association

HONORS & AWARDS

Forcht Entrepreneurship Fellow Scholar · NAWBO Scholar · Beta Gamma Sigma Member · BPW Young Careerist

HOBBIES & PERSONAL INTEREST

Cycling · Golf · Running · Health and Wellness · Personal Development

Meyers-Briggs: ENTJ; **Predictive-Index:** High-A. Low-B, Low-C, Very High-D