

STEPHANIE GEORGE

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HIGHLIGHTS OF QUALIFICATIONS

- ♦ **Entrepreneurial-minded manager:** I am excellent at coming up with unique strategies, prioritizing opportunities and dealing with unknowns in complex problems. I am often the go-to person when elaborate projects are in trouble.
- ♦ **Business Development:** Built several businesses from the ground up including providing critical assistance with forming an Angel investment fund in Gainesville, Florida. Expertise in marketing, sales and operations, and management developed through all of the businesses. Experience with developing contracts for services, Operating Agreements, buy and sell documents as well as other general business contracts.
- ♦ **Strategic Planning:** Experience developing business plans and vision for various startup businesses and acting as strategy advisor to entrepreneurs locally as well as nationally.
- ♦ **Business Technology:** More than 15 years experience in designing, building and supporting desktop- to enterprise-level business computing and network systems.

EDUCATIONAL ACHIEVEMENTS

UNIVERSITY OF FLORIDA, Gainesville, FL

Master of Business Administration, Concentrations in Entrepreneurship and Competitive Strategy May 2002

- ♦ Full-time, two-year Traditional MBA Program
- ♦ Awarded two-year Fellowship and Graduate Assistantship on merit basis
- ♦ Earned additional Certificate in Entrepreneurship and Technology Management
- ♦ Received Faculty-nominated and elected *Matherly Scholar Award*
- ♦ Received Peer-nominated and elected *Peer Professionalism Award*

UNIVERSITY OF FLORIDA, Gainesville, FL

Bachelor of Science in Business Administration, Major in Computer and Information Science August 1985

LANDMARK EDUCATION, Orlando, FL

1996 - Present

Non-degree, accredited educational curriculum for ongoing professional and personal development & transformation

- ♦ 100+ CEU credits and 30+ courses completed
- ♦ Completed Curriculum for Living, 1998
- ♦ Introduction Leader, 1999 - 2000

EXPERIENCE AND ACCOMPLISHMENTS

FIRST MILLION, LLC

Owner / Consultant

March 2004 – Present

Marketing, management, coaching and consulting by contract with and for other companies. Several of the companies are listed below.

THRIVE! CONSULTING, Saint Simons Island, GA & Gainesville, FL

Co-Founder / Partner

November 2008 – Present

Developed business to market and sell business planning, marketing and financial plans to small businesses. Developed contracts, marketing, operational systems for the business. Performed market research, detailed planning analysis for different financial scenarios and marketing plans for various small business clients.

Detailed business and/or financial plans developed for clients in the following industries:

- Medical Practice Software Add-On
- Gymnastics Training Facility & Integrated Physical Therapy Practice

- continued -

- Personal Development speaking/publishing company
- Medical Device Manufacturer – Cardiopulmonary device
 - Developed plan for the company to sell to a new owner
- Specialty clothing designers
- Medical Patient Comfort Accessories
- Detailed Financial analysis & Revenue Model for a growing Uro/Gyn Practice
- Detailed Financial Model for a National Chiropractic Franchise launch
- Detailed Financial Model for a medically supervised mobile aesthetic franchise

PAINTBALL EVENT AIR, LLC, Gainesville, FL

Owner / Managing Member

November 2005 – Present

Developed business to market and sell high pressure air at major paintball scenario and tournament events in Florida and several events out of state. Developed contracts, marketing, operational systems for the business. All mechanical systems maintained and operated by my business partner.

LIVE OUT LOUD, INC

Master Coach / Independent Contractor

October 2005 – April 2009

Business development and personal wealth coach for individuals as well as groups. Facilitator and trainer on a national weekly teleseminar for the company regarding start up business basics. Participated in intensive personal coaching training through Live Out Loud annually.

FLORIDA EXOTIC WOODS, LLC, Gainesville, FL

Owner / Marketing & Business Development

January 2007 – August 2008

Marketed and promoted the business from completely unknown to a nationally recognized brand within the niche industry of woodturning in the US within 18 months. Developed all business planning materials for the company and established the initial marketing for the company. Developed and implemented initial marketing plans for the company; represented the company at two major tradeshow for the first market niche for the company of woodturning products. Established all of the outside relationships for the company with suppliers, service providers and customers.

EMERGENT GROWTH FUND, LLC & EMERGENT GROWTH FUND II, LLC, Gainesville, FL

Fund Administrator

August 2004 - May 2008

Instrumental to developing and maintaining the day-to-day operational functions of the first fund. Often initiated sensitive conversations with potential fund candidate businesses such as requesting and reviewing financial projections, confidential documents and inquiries into the backgrounds of the entrepreneurs.

Initiated the conversation for establishing the second fund a year prior to the formation of the fund so that solicitation for members could commence.

- ◆ Facilitated communications between applicant businesses and the Fund Review Committee and developed and refined tracking tools for funding applications.
- ◆ Coordinated communications among the members and arranged for presentations to the members at their monthly meetings by the applicant businesses.
- ◆ Reviewed and commented on plans submitted to the fund for funding.
- ◆ Assisted intensely with the development of the second generation fund, Emergent Growth Fund II, LLC.
- ◆ Reviewed and commented on legal documents, answered questions for potential investors regarding the fund, managed minor legal documents for the fund such as Confidentiality agreements, Non-Disclosure Agreements, and contracts for independent 1099 contractors.

FIRST STRIKE PAINTBALL, INC., Gainesville, FL

President / Managing Director

January 1999 – October 2005

Developed business plan for family entertainment venture. Developed and maintain daily inventory and cash accounting system. Created client research database, company website, and all marketing and advertising material. Supervise up to 25 employees and volunteers. Collaborate with writing team to develop games and tournaments. Successfully sold the business in October 2005 for 5 times EBITDA.

DAIMONION DIAGNOSTICS, LLC, Gainesville, FL
(Company currently known as Banyan Biomarkers, LLC in Alachua, FL)

Vice President

December 2001 – May 2003

Developed initial business plan, calculated financial projections, and created all operating documentation, presentations, and market research for high-profile biotech startup.

- ◆ Represented Daimonion at conferences and meetings with potential investors and clients and in contractual agreements including non-disclosure agreements and government disclosures.
- ◆ Coordinated all administrative aspects of business plan development, presentations, and other launch activities.
- ◆ Coordinated the preparation of a \$1.3M Broad Area Announcement grant proposal to the Department of Defense (DoD); the grant was subsequently awarded to the company by a Congressional Special Initiative.
- ◆ Managed the creation and submission of three Small Business Innovation Research grant proposals – two to the DoD and one to the National Institutes of Health.

MEDICAL MANAGER RESEARCH AND DEVELOPMENT, INC., Alachua, FL

October 1994 – January 2000

Sales Account Representative (March 1999 – January 2000)

Network and Systems Administrator (October 1994 – March 1999)

COMMUNITY INVOLVEMENT

- ◆ Member, Gainesville Area Women's Network, 2003 – present
 - Registrar, 2006 – 2007
 - Treasurer, 2004 – 2006
 - Web Coordinator, 2009 - 2010
- ◆ Secretary, Emergent Growth Fund II, 2007 – 2008
- ◆ Volunteer, Harn Museum of Art, 2010
- ◆ Volunteer, Gainesville Downtown Arts Festival, 2010
- ◆ Instructor, Santa Fe College, Community Education, 2007 – 2009
- ◆ Member, Rotary Club of Gainesville Sunrise, 2008
- ◆ Junior Achievement Volunteer Teacher, April 2008, 2009, 2010
- ◆ US Census Bureau, Decennial Census Crew Leader April 2010
- ◆ 10 Galloneer Blood Donor, LifeSouth Community Blood Center, 2009