

SANDRA O'NEAL

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SENIOR EXECUTIVE: SERVICE INDUSTRIES

Revenue Growth • Service Excellence • Lean Operations

Entrepreneurial and growth-focused executive, twice building regional services businesses to millions of dollars in revenue and market leadership.

- **Top performance** in Sears partnership, growing the relationship to #1 in service and #2 in national sales volume among 370 contractors across the country.
- **Proven skills** as a team builder and motivational leader able to inspire staff to excellence.
- **Hands-on management experience** in all facets of the business, with notable contributions as a sales leader and finance manager, able to build lean organizations and capture emerging business opportunities.
- **Service orientation** and ability to make integrity and customer service prime differentiators in the market.

EXPERIENCE AND ACHIEVEMENTS

LA BREA MECHANICAL SERVICES, INC.

Encinitas, CA, 2000–Present

President

Launched full-service repair and installation company, growing into a major service arm of Sears retail organizations in 3 U.S. regions. Defined vision/strategy emphasizing integrity and service as competitive differentiators. Grew the business from start-up to \$6MM revenue, 38 staff, in 5 years.

In 2005, recruited a new, highly talented executive team (CEO, CFO, CIO) to ignite massive growth (to \$200MM by 2007) and position the company for spin-off.

- **Growth:** Built a strongly ethical business foundation with exceptional pricing, quality, and workmanship; achieved lean operations through ROI-focused expense control; and delivered steady revenue growth:

	2001	2002	2003	2004	2005	2006 (proj.)
Revenue	\$1.6MM	\$2.1MM	\$2.5MM	\$4.4MM	\$6MM	\$25MM

- **Strategic business:** Became a prominent and valued Sears partner:
 - #2 in sales volume among 370 nationwide
 - #1 in quality service rating
 - Top 10% in attach rate—driven through partnering and relationship-building with store staff and managers
- **Expansion:** At the request of Sears executives, took over new regions nationally to improve sales, service, and the Sears brand value in those markets:
 - Washington State, June 2005
 - Phoenix, October 2005
- **Service orientation:**
 - Personally requested to provide intensive customer-service training to Sears' West Coast call center.
 - Introduced compensation plan innovative for the industry, paying service technicians salary rather than commission to drive customer-first philosophy.

O'NEAL INSTALLATION SERVICES

Encinitas, CA, 1984–2000

President, 1992–2000

Assumed ownership of the business, inheriting steep financial challenges and driving a turnaround to more than triple revenues.

- **Growth:** Increased revenues from \$1.6MM in 1984 to \$5MM in 2000.
- **Diversification:** Launched home-improvement subsidiary and grew to \$2.7MM gross revenue in 3 years.
- **Strategic business:** Managed and grew Sears business from start-up to \$2MM annual revenues.

Additional Roles & Performance Highlights, 1984–1992

Learned the business from the ground up, advancing to new areas of responsibility to gain expertise and tackle significant business challenges.

- **Finance Manager:** Identified accounting discrepancies and assumed responsibility for the company's financial operations—A/R, A/P, payroll, worker's comp, liability, and vehicle maintenance as well as oversight of 8 administrative staff and 30 field technicians.
 - Overhauled processes, upgraded technology, and eliminated source of significant financial loss.
 - Developed proprietary system for tracking daily cash flow to the penny.
- **Operations Manager:** Oversaw field service and fleet of company-owned vehicles. Continuously sought opportunities to cut costs, improve efficiency, and increase service.
 - Saved \$60K annually by redesigning service flow and assigning dedicated truck/driver for appliance pick-ups.
- **Sales Manager:** Developed new business and managed major accounts including regional appliance dealers, Lowe's, Sears, and Home Depot.
 - Recognized market opportunity with the arrival of Lowe's in the San Diego market; cold-called to develop first Lowe's business and grew to the company's #1 account.

Active volunteer in the San Diego community.

References provided upon request.