

JOE CRACE

Compass Executives, LLC
2323 21st Avenue South, Suite 500
Nashville, TN 37212
Cell: 561-670-3139
Voice: 615-292-9495 ext. 243
Fax: 615-292-9487
E-mail: joecrace@compassexecutives.com

QUALIFICATIONS SUMMARY

Senior operating and management executive with strong domestic and international P&L management experience and a proven track record of driving market share, revenue and profit growth. Strategically-focused with exceptional leadership skills in the areas of new business development, product launch, M&A, strategic alliances, capital projects, restructuring, startups, turnarounds and VC Funding. A natural leader, strategic planner, a farsighted visionary that manages with a strong sense of proprietorship.

SELECTED ACHIEVEMENTS

- Positioned pharmaceutical industry startup for sale by negotiating strategic partnership with a national healthcare company leading to buy-out of partners and sale of business for four times invested capital.
- Started-up successful personal aesthetics division with a four month operating deadline. Secured second tier capital, converted 12,000 s.f. into medical salon/spa/retail operation with 5-star service and negotiated \$26M in expansion capital completing project on time and within budget.
- Headed acquisition with musical instruments firm consolidating both companies and doubling revenues.
- Consolidated 32 entities into three divisions for entertainment company with design of new implementation plan leading to \$17M in cost-savings and increased profitability.
- Led team that negotiated all aspects from start to finish of 1,600 room convention hotel in Orlando including purchase of property. Became best convention hotel in area with lowest capital investment and operating costs and realizing \$50M in tax credits and incentives.
- Spearheaded growth of 400 restaurants by utilizing line item comparison to determine issues and implementation of intensive manager training course for those falling below benchmarks. Increased profitability 2% chain-wide within three months.
- Implemented innovative use of product in the charcoal briquette industry by negotiating and creating a strategic alliance with Jack Daniels boosting company sales and profits with new alliance.
- Grew gross margin from 45% to 56% in 18 months in consumer and industrial products firm.

PROFESSIONAL EXPERIENCE

COMPASS EXECUTIVES, Nashville, TN **2011 to present**
Senior Adviser of this organization of C-Level Executives who provide management consulting, interim management and leadership development.

CRACE & PARKER, LLC, Palm Beach, FL **2005 to 2010**
CEO
Acted as CEO/Chairman of this venture capital and consulting firm to help small to medium companies grow to the next level or trigger an exit strategy. Leveraged position into controlling interest in three small companies.

ADVANCED AESTHETICS, INC., West Palm Beach, FL **2002 to 2005**
CEO
\$20M integrated cosmetics, medical and salon/spas firm. Recruited to acquire and integrate high-end salon/spa, plastic surgery, cosmetic dermatology and dentistry products and services. Secured venture funding of \$26M of new capital for expansion. Held full P&L and oversaw staff of 350.

GIBSON GUITAR CORPORATION, Nashville, TN

2001 to 2002

Chief Operating Officer

\$150M musical instruments firm. Solicited to head acquisition project for bankrupt Baldwin Piano Company to integrate Gibson as marketing leverage. Negotiated asset purchase, avoiding auction competition. Doubled Gibson total revenue to \$300M, integrating Baldwin, in one year.

MD2Patient.com, Nashville, TN

2000

CEO

Internet start-up on-line Physician's portal. Did not quite get out of the gate before the market crash of April 2000.

GAYLORD ENTERTAINMENT COMPANY, Nashville, TN

1997 to 2000

COO/CFO/Executive Committee

\$1B hospitality, hotel, broadcasting, professional sports and entertainment company. Recruited to integrate 32 separate operating companies into three divisions. Led negotiation and sale of assets worth \$460M.

BOB EVANS FARMS, INC. – Nashville, TN

1992 to 1996

Group Vice President Specialty Products & Corporate Development/President Specialty Products Division

\$500M restaurant chain and grocery distribution firm. Recruited to stay on as President after acquisition of subsidiary. Grew division from \$38M to \$45M in three years through key acquisition and entry into eighteen foreign markets through trading partners and distributors.

HICKORY SPECIALTIES, INC., Brentwood, TN

1989 to 1992

President/CEO/Owner

\$30M consumer and industrial products firm. Grew company from \$10M in revenue and break even cash flow to \$30M in revenue and \$5M ebitda in three years.

COMUNITY

- **Family & Children's Services** – Special Needs Adoption
- **Nashville Symphony Board**
- **Nashville Sports Council**
- **Nashville Rescue Mission**
- **Fine Arts Council**
- **Various volunteer positions** – drug & alcohol rehabilitation, rescue missions, institutions and prisons

EDUCATION

BA, University of South Florida

MBA, Vanderbilt University

JD, Stetson University