

Jack M. Hollis

jack.hollis@silloh.com

Office: (863) 669-1155

P.O. Box 427
Babson Park, FL 33827

www.Silloh.com

BUSINESS CONSULTANT & COACH

Accomplished senior-level business executive with a strong record of achievements in Management, Research, Marketing and Strategy, in start-up and growth driven environments. Expert knowledge of strategy and marketing in the retail industry gleaned from a successful career working in fast-growth, highly regarded retail business. Instrumental in positioning multi billion dollar company as second in the industry for market presence, in Atlanta market, from last place by executing powerful market penetration plan.

CORE COMPETENCIES:

Research and Marketing	Program Development	Process Improvement
Senior-Level Management	Competitive Analysis	Revenue Generation
Profit Improvement	Innovation	Market Positioning
Strategic Planning	Business Analysis	Cost Reduction

EXECUTIVE EXPERIENCE:

HOLLIS AND SONS INC., Lakeland, FL

2010 – present

Hollis & Sons is an Investment and Business Consulting company. We invest in companies that meet the strategic needs of the Hollis Family.

Our Consultative services specialize in assisting and directing clients to optimize and implement Strategy, Marketing & Research to create Strategic Advantages that drive market positioning and out-perform the competition.

SILLOH STRATEGIC SOLUTIONS, LLC, Babson Park, FL

2007 – 2010

Consultative services organization specializing in assisting and directing clients to optimize and implement Strategy, Marketing & Research to create Strategic Advantages that drive market positioning and out-perform the competition.

Business Marketing Consultant

tmr Ad Agency

- Steered marketing and research strategy to drive agency's client value initiatives by providing robust concepts to maximize development of corporate objectives. Achieved win-win situation for agency and client by using Marketing Research to drive new marketing campaign for large auto service company.
- Introduced survey results to support benefit of concepts to improve corporate visibility, new brand message and profit performance, adopted and implemented by company.

HOLLIS TECHNOLOGIES, LLC / COMPUTER RENAISSANCE, Lakeland, FL

1998 – 2007

Computer Renaissance Franchise System with 140 stores nationwide. Grew franchise by educating and assisting prospective business owners on the benefits, strategies, financials and growth principles of owning a franchise / family business.

CEO

- Embarked on opportunity to acquire franchise business and grew company through re-branding efforts. Success led to implementation of re-branding across entire franchise chain.
- Conducted comprehensive analysis of company and purchased existing business / retail store specializing in computer sales, service and refurbishing.
- Through internal store branding, identified opportunity to covert business from used computer retailer to a value added reseller of new and refurbished product and offer on-site repair services which grew average store profitability by 28% across the franchise.
- Exploded company visibility through robust multi-media and integrated nationwide marketing campaigns.
- Lead management team through mentoring and personal development programs.

PUBLIX SUPER MARKETS, INC., Lakeland, FL

1974 – 1998

Largest and fastest-growing employee-owned supermarket chain in the United States. One of the 10 largest-volume supermarket chains in the United States with more than \$23 billion in retail sales and 140,000+ employees.

Progressed through a series of increasingly responsible positions for strong performance in customer service, business management and leadership strengths.

Head of Strategic Intelligence (1992 – 1998)

- Led comprehensive strategic corporate review encompassing development of competitive model, and created business projection concepts based on business influences. Identified cost cutting opportunities that saved Publix more than \$25 million by instituting a series of improvement systems that slashed excessive costs.
- Developed scenario-based model to determine strategic influences on the business optimized by the Executive Committee to create forecasts for future and new business targets.
- Presented periodic white papers to Executive Committee based on projections of the retail & food industry that led to major corporate strategic initiatives in Marketing campaigns, Improvement Systems, New Markets, and Customer Segmentation.
- Conceived and implemented a New Market Entry process focused on new market penetration in various geographic locations. Success of project repositioned Publix from last to second in Atlanta market and generated \$3 billion in new revenue.
- Developed, wrote and taught Publix' Continuous Quality Improvement Process, which resulted in employees being able to eliminate millions of dollars of waste in systems and processes.

Head of Market Research (1986 – 1992)

Held full accountability for establishing and growing Market Research Department from ground up.

- Spearheaded and managed full scope of marketing functions encompassing advertising sales, hundreds of qualitative and quantitative research projects, customer segmentation analysis and competitive analysis.

Earlier positions at Publix included technology, warehouse, and retail associate.

PROFESSIONAL DEVELOPMENT

International Quality & Productivity Center, New Orleans, LA 1997

Optimizing Decision Making Through Scenario Planning

Babson School of Executive Education, Wellesley, MA 1995

Strategic Planning and Management in Retailing

University of Florida Psychology 1981

Manatee Jr College Architecture 1978

PROFESSIONAL AFFILIATIONS

Member, Marketing Research Association 2007 – Present

(Obtained PRC classification 2007)

Member, International Franchise Association 2000 – 2008

Member Food Marketing Institute's Consumer Market Research Committee 1988 - 1995

COMMUNITY ACTIVITIES

Member, Polk County Planning Commission: Special Area Study for Babson Park area 2008 – Present.

Chair & Board Member of Defenders of Crooked Lake Inc. 2007 – Present

Chair & Board of Trustees All Saints' Academy, member 1996 – 2010

Past board member United Way of Central Florida

Vistage (formerly TEC) Group 2060

Past board member Lakeland Family YMCA

Past board member Polk Imperial Symphony Orchestra