JEREMY M. REECE

Operational Executive | Business Transformation | Finance & Operations Leadership

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EXECUTIVE SUMMARY

Operational executive who uses finance as the language to transform businesses. Twenty-plus years spanning business transformation, controllership, operations leadership, and the systems and teams that connect them. Career foundation in enterprise hospitality as Controller in the Ian Schrager / Thompson Hotels portfolio — led a 14-person accounting team, owned GAAP reporting for entities exceeding $80M in assets, and supported the $16.5M refinance of 60 Thompson NYC. Brings an unusual combination: nineteen years of construction-company ownership and a concurrent decade of national executive education, training 100,000+ students across 49 states. Most recently, as embedded General Manager / Controller of a fast-growing construction operation, recovered $1.5M+ in receivables in 90 days, reconciled a previously unverified balance sheet, and rebuilt the CRM, KPI, and SOP infrastructure ownership uses daily. Builds the systems, installs the discipline, develops the teams, and creates the decision visibility that lets leadership run on numbers instead of instinct.

CORE COMPETENCIES

Executive Leadership & Business Transformation: Executive Leadership · Business Transformation · Operational Strategy · Strategic Planning · Organizational Development · Organizational Alignment · Performance Management · Cross-Functional Leadership · Executive Communication · Change Management · Business Process Optimization · P&L Leadership · Operational Turnaround

Controllership & Financial Operations: Multi-Entity Accounting & Consolidations · Month-End Close & Account Reconciliations · GAAP Financial Reporting · Budgeting, Forecasting & Variance Analysis · Cash Flow Management & Accounts Receivable (AR) Recovery · Job Costing & Work-in-Progress (WIP) Reporting · Inventory & Cost Controls · Internal Controls · Capital Expenditure Planning · Lender Reporting & Refinance Support · Vendor Negotiation & Cost Reduction

Systems & Decision Intelligence: CRM & Workflow Architecture (JobNimbus) · Enterprise Systems (ERP, QuickBooks Enterprise & Online) · KPI Dashboards & Executive Reporting · Executive Decision Support · Financial Modeling & Advanced Excel · SOP Development & Process Design · AI-Augmented Reporting & Analysis

PROFESSIONAL EXPERIENCE

MARGIN MAX, LLC — Wichita, KS **2024 – Present**

Founder | Fractional Controller | Operational Transformation Executive

Executive consulting and business transformation practice serving founder-led construction, hospitality, and service organizations ($3M–$30M revenue). Engagements pair financial leadership with operational command — rebuilding operational infrastructure, executive reporting, and workflow and systems architecture, then transferring sustainable systems to the internal teams that run them. Executive engagements are contracted through Margin Max.

- Rebuild GAAP-aligned month-end close, reconciliation, and reporting cadences inside operating companies without functioning accounting infrastructure; architect multi-entity chart-of-accounts, intercompany, and job-level reporting structures.
- Deliver KPI dashboards, cash-flow forecasts, lender-facing financial packages, and CRM/workflow architecture that give ownership daily operating visibility — with SOPs so the systems outlive the engagement.
- Leading the development of AVORI, an AI-powered Executive Operating System designed to unify financial controls, workflow architecture, executive reporting, and operational decision support for founder-led companies.

Client Engagement — Confidential Founder-Led Construction Company — Wichita, KS **Jul 2025 – Apr 2026**

General Manager / Controller (engaged through Margin Max, LLC)

Brought in to restore financial integrity and take operational command of a fast-growing construction operation — Controller-level financial authority with full P&L oversight.

- Recovered $1.5M+ in aged receivables within 90 days through restructured AR processes, salesperson-level aging, and direct collections oversight.
- Reconciled previously unverified balance-sheet activity through complete bank, job-level, and WIP reconciliations — posted, fully reconciled balances rose from roughly $2M to $8M, restoring statements leadership could rely on.
- Implemented daily bank reconciliations, AR aging, job costing, and work-in-progress reporting for the first time in company history.
- Captured $372,865 in approved insurance-supplement revenue across 98 tracked claims in under five months; reconciled $38,990 in supplement fees to the accounting close with zero variance.
- Rebuilt the company's CRM from 3 operational boards to 8 and delivered KPI dashboards across call center, sales pipeline, production, and AR used daily by ownership.
- Cut cost-per-appointment by roughly 50% and call-center payroll by roughly $1,000 per week; sustained peak operations of 80 appointments per week and 3+ installations per day.
- Authored the full SOP set across sales, production, accounting, and scheduling; renegotiated or terminated vendor contracts, saving $20K+ annually.

J. MICHAEL GROUP CONSTRUCTION — Wichita, KS **2005 – 2024**

Co-Founder & Financial Controller

Co-founded a ~$10M residential construction and real estate investment company; served nineteen years as the owner-executive responsible for finance, operations, and back-office infrastructure across multiple market cycles.

- Built the company's financial and operational infrastructure from inception — chart of accounts, GAAP financial statements, job costing, WIP reporting, payroll, AR/AP, budgeting, and cash flow management.
- Owned banking, lender, and transaction relationships across traditional and seller-financed structures, managing financing across acquisitions, development projects, and dispositions.
- Linked project-level performance to consolidated financial results, informing acquisition, development, disposition, and investment decisions.
- Steered the full cash-flow cycle through the 2008 housing downturn and pandemic disruption, sustaining operations across two of the industry's most severe contractions.
- Operated at the ownership level for nineteen years — long-range planning, investment decisions, and day-to-day operational leadership of the business.

RICH DAD EDUCATION / WHITNEY EDUCATION GROUP — Nationwide (U.S.) **2005 – 2016**

National Speaker & Financial Educator — Asset Protection, Tax Strategy & Business Ownership *(concurrent with J. Michael Group)*

National speaker for the education platform built around Robert Kiyosaki's Rich Dad philosophy — executive-level financial education delivered to audiences of executives, entrepreneurs, physicians, investors, and business owners nationwide.

- Trained 100,000+ students across 49 states, translating complex tax-strategy, asset-protection, business-ownership, and real-estate concepts into decisions audiences could act on immediately.
- Recognized with the company's Highest Dollars Per Student, Highest Closing Percentage, and Customer Satisfaction awards — sustained, measured command of national executive audiences.
- Mentored and developed additional national speakers and shaped curriculum and presentation-delivery standards adopted across the speaker team; students personally trained were inducted into the company's Hall of Fame.

THOMPSON HOTEL ASSOCIATES / IAN SCHRAGER HOTELS — New York & Miami Beach **2000 – 2005**

Controller / Assistant Controller — 60 Thompson NYC · Sagamore South Beach · Hudson Hotel NYC

Opening Controller and Assistant Controller across three flagship boutique hotel properties in two markets — New York and Miami Beach. Owned multi-entity accounting, month-end close, GAAP reporting, consolidations, intercompany accounting, and lender reporting for hotel, F&B, and holding entities exceeding $80M in assets within 24/7, high-volume operating environments.

- Led an accounting team of 14+ direct reports — Chief Accountant, Credit Manager, AP, AR, Payroll, Income Audit — through property openings and ongoing operations.
- Prepared the financial statements, reconciliations, and lender-support documentation that contributed to ownership securing a $16.5M floating-rate refinance of 60 Thompson NYC (RBS Greenwich Capital / Carlton Advisory Services, August 2002).
- Built departmental P&Ls integrating room, F&B, and ancillary revenue with operating KPIs (occupancy, ADR, RevPAR, cost per occupied room); owned annual budgets, rolling forecasts, and monthly variance reviews with department heads and ownership.
- Implemented inventory and cost controls across F&B, beverage, and supplies; supported capital expenditure planning and lender-facing capex reporting through renovations and openings.

PLANET HOLLYWOOD INTERNATIONAL — Orlando, FL **1997 – 2000**

Staff Accountant / Financial Analyst

Operational finance at the flagship Orlando location — a $50M+ annual merchandise operation plus restaurant, bar, and tour businesses, among the highest-volume locations in the global portfolio.

- Performed daily income audit and revenue reporting across merchandise, restaurant, bar, and tour operations, protecting revenue integrity at flagship volume.
- Delivered cost analysis, variance analysis, and reconciliations supporting unit-level and corporate reporting — the foundation of a career built in complex, high-volume operating environments.

EDUCATION

B.S. Business Management, Cum Laude — University of Phoenix · Graduate Accounting Certificate — University of Phoenix · A.A. Accounting & Computer Technology, Honors — State College of Florida · Additional accounting coursework toward B.S. Accounting — University of Central Florida

CERTIFICATIONS & TECHNICAL

Advanced Microsoft Excel (financial modeling, dashboards) · ERP & Accounting Systems · QuickBooks Enterprise & Online · GAAP Financial Reporting · Job Costing / WIP · KPI Dashboard Design · CRM & Workflow Platforms (JobNimbus) · Certified FICO Professional (AllRegs) · AI-Augmented Reporting & Analysis