

NEAL A. FRANCINO

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SUMMARY

Regional Facilities and Operations Manager experienced in managing multiple properties and people. MBA with over 20 years management experience, excelling in operations, sales, marketing and technical skills throughout Wireless telecommunications and outdoor industry retail. Highly organized, results-oriented individual who excels with people and communications by integrating team building and training. Consistently demonstrate strong leadership, technical and negotiation skills. Attentive toward employee and customer safety as well as budgetary constraints. Developed company standards in order to improve quality and able to reduce unnecessary procedures in order to increase return on operations.

PROFESSIONAL EXPERIENCE

AT&T WIRELESS SERVICES (AWS), Rancho Cordova, CA

2004 – 2005

Western Regional Property Manager

Directly managed property and facility needs for 280 plus corporate retail stores in the Western Region (AZ, HI, ID, NM, NV, OR, WA, CA, CO, UT) Supervised Property Coordinators. Interfaced with other retail associated business groups (i.e. NRBC, EH&S, etc.) in order to identify and resolve, issues that may interfere with the security, health and safety of retail employees. Assisted in vendor bid process, analysis, selection and/or negotiation of vendor services agreements for each retail location.

- Assisted with the development, evolution and implementation of a National Retail Facilities standard. This included all facilities related scopes of work allowing for consistency throughout the National retail organization.
- Consistently reduced cost of services by over 40% of annual operating expenses by standardizing Retail locations nationally and eliminating unnecessary vendor visits. Savings throughout the West of \$1.2M.
- Reduced vendor base by over 70% by using national versus local vendors throughout the organization.
- Set up regional spreadsheets for tracking and reviewing vendor information (vendor pricing, equipment serial numbers, etc.) allowing for company asset and cost control, as well as providing vendor and location information at one glance.
- Interfaced with construction managers to develop methods for improving retail store efficiencies and cost savings.
- Helped to develop and maintain a retail store profile and history, allowing for vendor accountability.
- Successfully transitioned existing store portfolio twice over the course of 4 months as part of company regional re-alignment.
- Implemented a shared electronic file room (eRoom) for pertinent facility related material, that facilitated cross functional departmental re-organization.
- Successfully transitioned re-branding efforts post merger of over 1100 corporate locations and 9000 dealer agents.
- Tracked all ongoing maintenance and repairs performed at each retail location to identify and prevent re-occurring problems, inflated costs, and poor response times by vendors against service level agreements.

Enterprise Corporate Account Manager

2001 – 2003

Consultant for our corporate partners in order to increase wireless revenue, staying focused on current and future technology, promotions and corporate policy. Strong understanding of Customer Care functions, National Business Services, Wireless business solutions, Sales Support and Market Channels. Established wireless service for business and corporate accounts.

- Consistently achieved monthly sales quota, working independently using virtual private network.
- Successfully introduced Wireless Data and business solutions into several fortune 1000 accounts.

NETSTREAM COMMUNICATIONS, Roseville, CA

2000 – 2001

Business Systems Analyst

Siebel System Administrator accountable for setting positions, building views, responsibilities, configuring products and granting access to the system. Built process flows in Customer Care, NOC, Billing, and Provisioning departments using Siebel's Base application. Developed, prioritized and participated in the build-out of NetStream and the Siebel application for future phases involved with the growth of the company.

- Successfully implemented the Siebel CRM application as part of the Network Operation Center allowing for an integrated network of companies software.

AT&T WIRELESS SERVICES (AWS), Sacramento, CA

1996 – 1999

Intern for Masters Program, AT&T Wireless Business Division

1999

Service Center Manager

1996 – 1998

Accountable for all operational aspects of the service center in order to maximize daily profits, including management feedback, performance reviews, month end, yearly budget, commissions, and staff training. Systems used: Axys, CBIS and Windows NT.

- Store showed consistent increased sales for six consecutive quarters while lowering the costs per gross add.
- Oversaw the building and merchandising of the Lyon Village AWS, promoting store awareness and creating relations within the community.

C'EST INNOVATIVE PRODUCTS, Scottsdale, AZ

1987 – 1997

Vice President & Co-Owner

Ten years of product development. Directly involved with the design, testing and marketing of new products introduced into the outdoor field. Currently retain one patent with two others in progress. U.S. Patent #4,954,075

MOUNTAIN AIR SPORTS, San Luis Obispo, CA

1994 – 1996

Assistant Manager

THE NORTH FACE, Berkeley, CA

1990 – 1992

Operations/Sales Manager

ALPINE SKI KELLER, Tempe, AZ

1989 – 1990

Department Manager/Buyer

CHANDLER COMMUNITY COLLEGE, Chandler, AZ

1989 – 1990

Instructor of Winter Mountaineering

TUOLUMNE MEADOWS SEARCH & RESCUE, Yosemite Natl. Park, CA

1988 – 1988

On-site Climbing Rescue Team

RECREATIONAL EQUIPMENT INC., Tempe, AZ

1985 – 1988

Camping Department Supervisor

EDUCATION

MBA, Management Information Systems, California Polytechnic State University, San Luis Obispo, CA, 2000

BS, Business Administration, Management, California Polytechnic State University, San Luis Obispo, CA, 1996