

# Elliott R. Mott

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**Synopsis:** Seasoned strategist with an exceptionally well rounded business background

## **Professional Experience**

NAVAJO ARTS & CRAFTS ENTERPRISE -- 4 years

Manufacturer, Retailer and Wholesaler of Handmade Navajo Crafts [Navajo Nation]

### Chief Executive Officer

Directed operations in a turn-a-round environment to perpetuate the crafts' heritage of the Navajo. Created a business plan which doubled revenue in four years and retired all long-term debt. Supervised 65-95 employees in seven retail locations and two production centers in two states. Established GMP's and an Employee Handbook to structure operations. Initiated intellectual property protections to safeguard IP. Directed expansion into catalog, trade show and e-commerce to diversify marketing channels. Restructured in-house financial operations to bring accountancy current. Added a gift card, engraving, embroidery, leather crafts, and tour guide services to expand sales. Collaborated with New Mexico and Arizona tourism and convention bureaus to buttress tourism revenue. Upgraded IT/ POS systems to strengthen IT security.

ROOSEVELT & TORREY, INC. -- 16 years

Real Estate Services & Publishers

### President & General Manager

Managed governance as the corporation expanded from real estate services into publishing and adventure travel. Crafted strategic plans and synchronized risk management as operations diversified. Managed brokerage operations to include trust accounting, property services, lease administration and planned preventative maintenance programs. Mapped over 10,000 miles of adventure travel routes. Authored three guide books. Established wholesale network for book sales. Led tour groups to test guide itineraries as a quality control measure. Presented entrepreneurial workshops and job skill clinics at Salt Lake School District's Horizonte School. Real estate broker.

THE CORNU COMPANY -- 2 years

Landscape Contractors

### General Manager

Managed property maintenance services in the Park City/Deer Valley market in a turnaround business environment. Supervised 80 workers. Established internal procedures to bridge-in operations to include upgraded office SOP's and bookkeeping reforms. Tightened personnel policies and operational protocols to contain costs. Streamlined employee dispatch to improve productivity. Reorganized staffing and upgraded key positions resulting in increased efficiencies. Shifted high-risk and short-term projects to sub-contractors to minimize risk exposure.

XL EQUIPMENT COMPANY, INC. -- 5 years  
Fitness Equipment Manufacturers

Vice President for Manufacturing

Directed manufacturing operations in a new product roll-out environment. Supervised 40 employees. Managed materials management and production scheduling. Coordinated off-site contractors producing sub-components and providing support services with on-site fabrication. Created quality controls to ensure high customer satisfaction and minimized warranty exposure. Directed R & D projects from inception into production scheduling. Performed assorted technical writing to include product information materials and warranty information. Managed corporate telemarketing center.

Corporate Sales Training Manager

Created a training department responsible for a 7 office 6 state territory. Developed a sales training curriculum which increased sales production while minimizing staff burn-out and turnover. Headed corporate displays at demonstration clinics, trade shows, and at retail outlets to expand sales. Supervised a telemarketing center to strengthen customer interaction capabilities. Assisted in public relations campaigns to include radio, television and direct-mail advertising promotions.

**Teaching-Related Experience**

US Marine Corps: Created and presented new equipment training course.  
XL Equipment Company: Developed and presented a sales training program.  
Condies Foods: Initiated and presented quality assurance and safety curriculums.  
Roosevelt & Torrey: Crafted and presented entrepreneurial workshops.  
Navajo Arts & Crafts Enterprise: Drafted and presented board of director and new hire orientations, and organized yearly staff retreats.

**Military Service**

US MARINE CORPS  
Senior Rank: Captain

**Education**

'Director Professionalism' graduate -- National Association of Corporate Directors  
'Bridge Program' graduate -- Association to Advance Collegiate Schools of Business  
Significant coursework ancillary to BS and MBA degrees (Complete listing available.)  
MBA -- Westminster College.  
BS -- University of Utah.