

EDWARD A. SCHWARTZ

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CAREER PROFILE

SEASONED MANAGEMENT EXECUTIVE, WITH OPERATIONAL TURN-AROUND AND ORGANIZATIONAL RESTRUCTURING EXPERTISE.

CONSISTENCY OF P&L PERFORMANCE IN THE PRIVATE SCHOOL INDUSTRY. Heavy direct sales management responsibility in recruiting and retaining students, along with proven strength in operations management, bottom line management, institutional compliance issues, budgeting, program development, sales and management training in fast-paced multi-location service environments. Astute motivator skilled in fostering quality performance. Analytical, proactive, and articulate with excellent communication and interpersonal skills.

NOTEWORTHY ACCOMPLISHMENTS IN THE FOLLOWING AREAS:

- *Operational, Sales and Academic Restructuring*
- *Increasing the Top and the Bottom Line*
- *Increasing Enrollment, Retention & Placement*
- *National, Regional & Campus Management*
- *Leadership and Management Training*
- *Sales Training*
- *Curriculum Development*
- *Accreditation and Licensure*
- *Developing Superior Admissions/Administrative, Education/Placement Staffs*

SUMMARY OF ACHIEVEMENTS

COLLEGETOWN TECHNOLOGY – Salt Lake City, 2014 - Present **FOUNDER and DIRECTOR**

Collegetown Technology is a solution-based organization that works with management teams to grow their student population through innovative methods, maintain standards of accreditation and implement fiscal controls to reduce overhead.

STEINER EDUCATION GROUP - Salt Lake City, February 2005 – May 2014

VICE PRESIDENT of ADMISSIONS And MARKETING - Western Region

- Oversaw daily operations of the national phoning center located in Salt Lake City
- Oversaw the sales and marketing for 12 campuses (200+ employees) for the largest Massage Therapy school system in the United States
- Directed all national phoning operations for Massage Therapy and affiliated Skin Care programs
- Oversaw daily activity for the national phoning and national admissions center
- Re-structured admissions operation to increase operational efficiency in all key metrics including appt set/show and, enrollment/start conversions
- Responsible for developing budgets

- Responsible for analyzing region wide performance and implement changes as required
- Responsible for implementing ongoing training for the entire Admissions and phoning teams.
- Conducted management, leadership and sales training on an ongoing basis
- Oversaw Campus Directors activity related to all areas of sales and overall campus operations
- Worked in conjunction with the National Director of Marketing in developing and implementing new marketing and advertising strategies to meet the challenge of ongoing and consistent lead generation

INTERNATIONAL ACADEMY OF DESIGN AND TECHNOLOGY, WV, August 2003 – January 2005

A private degree granting technical college specializing in Visual Communications and Network Engineering owned by Career Education Corporation.

PRESIDENT

- Oversaw all departments of this technical college specializing in multimedia production and network engineering.
- Developed marketing and advertising strategies for short and long term.
- Received recognition honors from corporate office for achieving management benchmarks in areas of student retention and placement.
- Assisted in the preparation of budgets and revenue forecasting

WORLDWIDE EDUCATIONAL SERVICES, New Jersey, April 2002 –May 2003

A private accredited school with campuses in Newark, Jersey City, Clifton and Phillipsburg New Jersey.

PRESIDENT

- Managed all phases of this multi-campus proprietary school located throughout New Jersey. Responsibilities included re-structuring the entire business from the previous management so that the accreditation could be restored and that the Standards of Compliance were maintained in all areas of the business operation.
- Directed all areas of compliance and accreditation.
- Reported directly to the Board of Directors all of who were located out of state
- Prepared budgets and revenue forecasting for the Board of Directors.
- Streamlined business operations and established specific measurable results for every department.
- Oversaw the teach-out of one main campus and one branch campus

WESTERN INSTITUTE OF SCIENCE & HEALTH, San Francisco and Rohnert Park, CA, May 2000-March 2002

A private college offering Associate Degrees in Massage Therapy, Physical Therapy Assistant and MRI Technician. The institution has also implemented Internet-based Distance Education programs.

CHIEF EXECUTIVE OFFICER

Managed all phases of the institutions' operations including both California campuses as well as the Internet Distance Education program. Hire, supervise, train and evaluate all employees. Report directly to the Board of Directors, all of who are located on the East Coast.

- Restructured entire organization and developed short and long term strategies in order to achieve profitability in 2001.
- Established Distance Education Division.
- Developed contractual relationships between Western Institute and schools throughout the U.S. for the institution's Distance Education program.
- Established Short-term Certificate Training Division for Massage Therapists and other professionals.
- Streamlined business operations and established specific measurable results for every department.
- Restructured marketing department and the Western Institute website to increase conversion rates and number of leads.
- Established Weekend College.
- Prepared budgets and revenue forecasting for the Board of Directors.

CHUBB INSTITUTE, Reston, Virginia, April 1999-May 2000

A private technical school providing Diploma programs in Network Engineering, Web Design and Client Server Applications.

SCHOOL DIRECTOR

Provided leadership in all phases of branch operation, specializing in Network Engineering and Client Server Programming. Hired, trained, supervised and evaluated all employees. Responsible for budgeting and meeting corporate goals.

- Directed daily operations for start up campus in the DC Metropolitan area.
- Developed marketing and advertising strategies for the short and long term.
- Directed all areas of the accreditation process.
- Re-established student satisfaction to the highest ratings throughout the organization by restructuring Education Department.
- Revamped Sales Department and established and enforced policies and standards of performance.
- Conducted corporate sales and customer service training.

UTAH COLLEGE OF MASSAGE THERAPY, Salt Lake City, Utah, April 1997-April 1999.

The nation's largest Private Technical School specializing in Massage Therapy. Programs include Professional Massage Therapy, Clinical Massage Therapy, Sports Massage, and Structural Integration Therapy.

DIRECTOR OF OPERATIONS

Provided leadership in all phases of three-campus operation. Hired, supervised and evaluated all employees at each location. Key force in the establishment of profitable branch locations.

- Oversaw daily operations of one main campus and two branch campuses.
- Directed planning of future expansion, programs and business development.
- Developed marketing and advertising strategies for short and long term.
- Conducted various employee training's on an on-going basis.
- Supervised over 100 full and part-time employees.
- Re-structured business operations to increase employee efficiency.
- Oversaw all accreditation and licensing issues related to the operation in and out of state.

DATA PROCESSING TRAINERS, Philadelphia, Pennsylvania, 1995 and 1996-1997

A Private Technical School, Offering CIS Training, Providing 7 programs, including Network Engineering, Client Server Programming, and Computer Servicing.

BRANCH DIRECTOR, Center City Branch, 1996-97/Northeast Branch, 1995

Charged with the responsibility of operational and academic restructuring of each campus, with the goal of restoring fiscal and operational efficiency.

- Increased retention rate to 87% and increased lead flow by 20%.
- Re-established student satisfaction by rebuilding Education Department. Established continuity in department, restored night school, and recruited and hired Director of Education with the appropriate expertise to provide departmental leadership. Assured adherence to all policies and procedures of the State.
- Gained recognition of curriculum for college credit by PONSI in 1997.
- Revamped Admissions Department and established and enforced policies and standards of performance.
- Brought company to interest and action regarding expanded advertising, and increased awareness of possible programs which resulted in increased lead flow, enrollments, and starts.

EDUCATION

B.S. In Business Administration, Major in Marketing
Ramapo College, Mahwah, New Jersey

PROFESSIONAL MEMBERSHIPS

American Association for Adult Continuing Education; American Vocational Association; Association for Supervision and Curriculum Development; Former member of Congressman Benjamin Gilman's Advisory Committee on Education.

HONORS, AWARDS & ACTIVITIES

- *Chaired on-site Evaluation Teams for ACCET Accreditation Visits.*
- *Member Board of Directors for William Loveland College, Loveland, Colorado*
- *Presenter at various National Conferences on Education.*
- *Campaign Director of U.S. Senator Bill Bradley's Election Campaign (Mercer & Camden Counties, NJ).*
- *Chair, Butler Elementary School Community Council*
- *Active in local and state politics, State Delegate*