

Wendi Mucke

Regional Operations
Executive

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North East, New York, USA

SUMMARY

Operations Management Executive experienced in service delivery and operational performance within multi-site locations. Adept at strategic planning, HR recruiting, on-boarding, compliance, cost-benefit analysis, budget development and office administration, while achieving revenue growth and profitability. Continually driving for improvement and innovation achieved through KPIs across a variety of organizational processes including contract life-cycles, establishment of SOPs and strategic marketing plans within individual and regional platforms ensuring regulatory compliance by implementing best practices and establishing operational efficiencies.

KEY SKILLS

Strategy Formulation & Execution

Workforce & Relationship Management

Market Research & Competitor Analysis

Process Building & Operations

Relationship & Issue Management

ZOHO Strategic Partnerships

Risk Management Salesforce

Marketing Plan Strategy & Implementation

People, Program & Stakeholder Management

Team Management & Leadership

Quality Control

Manage Engine

PR, Media Relations & Brand Management

Business Ops & Communication

Growth Initiatives

PROFESSIONAL EXPERIENCE

Jun '97 - Present

Selected Accomplishments

- Triple-digit growth in Find the YES Client Network during the COVID-19 pandemic. **REVENUE GROWTH**
- Grew revenue to \$30M (\$2.43M profit) that trended to 8 years of double-digit growth through providing direction within operations for Cohen's Fashion Optical mid-Atlantic and New England regions **PROFITABILITY**
- Instituted physician/provider training program for laser in-vitro procedures and operational provisions along with training, marketing and media plans for individual practices and regional teams **TRAINING, COACHING and TEAM DEVELOPMENT**
- Achieved a 411% increase in new business at Kelly Healthcare in one year by bundling healthcare services and **STRATEGIC PLANNING and BUDGET DEVELOPMENT**
- Decreased A/R by 152%, and Days Sales Outstanding (DSO) metrics by 176% within Kelly Healthcare Northwest Branch **REVENUE CYCLE MANAGEMENT**
- Reduced inventory costs for \$500K in equipment by designing central purchasing reporting **COST-BENEFIT ANALYSIS**
- Pitched new service line to Cohen's Fashion Optical generating an average of 3 million in annual fees for medical treatments and healthcare services **GROWTH INITIATIVES and STRATEGIC PARTNERSHIPS**

Founder, CEO and Strategic Director

May '20 - Present

Find the YES, Inc

MA, NJ and NY

When NO is not an option, FIND THE YES offers realistic business growth solutions for small group business teams, individual Franchisee and Corporate Organizations alike.

- Field coverage, virtual operational support and in-store team development resulting in 300% sales growth during the COVID-19 pandemic
- Virtual operational support for FTY client's out of state operations

Regional Operations Executive

May '07 - May '20

Houchens Industries, Inc / Cohen's

CT, MA, NH, NJ, NY and PA

Fashion Optical

Grew revenue to \$30M (\$2.43M profit) that trended to 8 years of double-digit growth through providing direction within operations for Cohen's Fashion Optical mid-Atlantic and New England regions.

- Field coverage and store support resulting in 150% sales growth during COVID-19
- Provided franchise training and support for the non-physician staff management, clinical practice personnel, retail sales, and lab technicians combined a collaborative approach when reviewing opportunities within the financial and compliance arenas
- Conduct cost-benefit analysis and needs assessment for each location's equipment, staffing and systems in direct relation to KPIs, SLAs and operational trends
- Corporate and franchise operational support and development, program management/leadership development, coaching/mentoring programs, recruitment/onboarding, training and development

General Manager Multiple Store Locations

Jan '04 - May '07

Luxottica Group S.p.A. / Lenscrafters, General Manager

North East, US

Double digit growth while exceeding customer and patient experience metrics achieved within each store location.

Branch Manager / Operations

Aug '01 - Oct '03

Kelly Services, Inc / Kelly Healthcare & Kelly Home Care

Central, North West Region:

KHR achieved Branch of the Year 2003/KHC received superior QI and comparative performance reviews

EDUCATION

- **Integrated Bachelor's/Master's Proteach Program** | Univ. of Florida | 90-92
- **Associates of Arts** | Edison Community College | Graduated 1990