

# William Gerrell

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## Professional Summary

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- **Effective and Accountable in High Profile Executive Roles-** Overcomes complex challenges and makes decisions using experience-backed judgment and strong work ethic. Respected for empowerment and accountability as a government, private business, and community leader. Exemplary aptitude in establishing and maintaining working relationships with staff, officials, press and public.
- **Strategy & Development-** Characterized as a leader and strategist. Multi-faceted, results driven administrator, community leader, and business owner. Consistent record in delivering results in growth, revenue, and operational performance. Heavy transaction background including financing, mergers, acquisitions, and sale of corporations.
- **Strong Orientations in Operations and Finance-** Outstanding knowledge of operations, services, and activities of a government organization. Participates in high level operational initiatives, including infrastructure design, turnaround management, implementation of policy, program objectives, and reorganization, by using instinct, insight, judgment, and timing to succeed.
- **Respect and Motivate People-** Motivate, mentor, and lead talented professionals, lead by example. Direct people using interactive and motivational strategies.

## Core Strengths

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- Accomplished experience in state government
- Expert witness for records management & related services
- International records and information management consultant
- Strategy, execution, and leadership
- Operational & strategic planning
- P/L & performance improvement
- Financial & legal transactions
- Purchasing & negotiating skills
- Risk management
- Public speaker
- Strategic partnerships
- Accomplished and experienced in government
- Expert knowledge of the principles and practices government budget preparation
- Entrepreneurial leadership
- Organizational design & development
- Due diligence, deal structuring, & contract negotiations
- Executive advisory & board relations
- Start up & turnarounds
- Grant writer
- Community relations & resource development
- Growth management & business development
- Cost analysis, reduction & control

## Experience

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### Co-Owner

July 2010 to Current

#### **Consolidated Florida Properties, LLC, Blue Earth Solutions – Clermont, Florida**

- Company specializes in of a wide number of scrap and waste consumer by-products including plastics, resins, plastic crates, plastic bottles, PVC, Styrofoam, cardboard, and metals from bottlers, wholesalers, and retailers across Central Florida.
- Regrinds plastic and disposes of the remaining liquids from bottles, then processes the recycled plastic for alternate uses, repackages for more efficient hauling and sells the products into secondary markets.
- Specializes in extruding and pelletizing.
- Clients include; Disney World, Publix, Ashley Furniture, Whirlpool Appliances, and fortune 500 companies operating in Central Florida.
- Oversee all daily business operations.

### President/CEO/Owner/Operator

June 2005 to March 2010

#### **Garden World Landscape/Florida Landscape – Dade City, Hudson, Land O' Lakes, Florida**

- Purchased and resurrected a 40-year-old retail plant nursery and landscaping business, earnings for the

business at the time averaged \$158,904 for the prior three years.

- Purchased the business and its 3.75 commercial acres of property for \$538,500.
- Built the business to include government and commercial landscaping services.
- Oversaw all daily business operations including collections, marketing, estimating, bidding, contract negotiations, construction compliance laws, project management, and finance.
- Through successful marketing, bidding, contract negotiation and quality landscaping, the company's contracts included projects that encompassed the entire State of Florida, specializing in FDOT, counties and city beautification landscaping projects, successfully grew the business at an unprecedented rate over the next four years with operating margins exceeding 40%.
- Company sales exceeded \$5 million and were accompanied by net income of approximately \$2.5 million.
- Business value was over \$10 million.
- Sold company in 2010.

### **Managing Member**

June 2004 to January 2010

#### **GRP/ Consolidated Holdings, LLC – Dade City, Florida**

- Development/real estate/building company.
- Managed the development of five subdivisions, and construction of twenty houses per year with a budget of \$60 million.
- Expert at providing project management, support to contractors, consultants, boards and agencies concerning installation and development of road, and other capital improvement projects.
- Coordinate/Meet/discuss regional planning/zoning with local county and state officials.
- Sold business in 2010.

### **Executive Manager**

March 2004 to February 2005

#### **ACT, Inc – Land O' Lakes, Florida**

- Environmental Construction Company.
- Responsible for running all aspects of the company including collections, finance, budgeting, contract negotiations, project management, customer relations, and legal matters on a daily basis.
- Transitioned company from near bankruptcy and declining revenue to stability, followed by rapid growth (60%).
- Developed a 2 year strategy and plan, supporting realized EBITDA growth of more than \$2 million.

### **Founder/Owner/Operator/President**

October 1999 to March 2004

#### **Certified Records Management – Tampa, Florida**

- Founded/started a state of the art records management business with leading technology, procedures and software development that could compete with competitors of any size.
- Company became a leading provider of document, storage, and information management services throughout the State of Florida.
- Responsible for the daily operations of a category 5 hurricane resistant facility.
- Managed and safeguarded over 2 million cubic feet of records and served over 800 accounts.
- Managed finances of the business, collections, operational and strategic planning, growth management, business development, project management, sales, human resources, and marketing.
- Services included: document storage, data protection, digital solutions, destruction, restoration, vault, and courier services, for private, government, commercial, and health information management companies.
- Offered e-vaulting through on-line back up.
- Offered in house medical records coding and transcription services, computer center data tape rotation, and micro-graphic services.
- Offered archival vault protection, data tape vault protection, micro film/micro fiche vault protection, and related filing, coding and data entry services.
- All vaults were 6 hour fire rated with Intergen Fire Suppression Systems, and were magnetic lock, key coded entry access systems.
- Offered legal transcription and litigation support through retrieval, software, personnel, and other management services.

- Conducted various document media duplication for public and legal records requests.
- Provided on site client viewing and reproduction services.
- Start up/implemented imaging and workflow software systems for clients.
- Start up/implemented electronic tracking and retention systems for clients.
- Start up, converted, updated, and retrofitted multiple records management software packages for government entities, and records storage clients.
- Inventoried, identified, cataloged and formed records management programs for various cities, counties, state, and special district clients.
- Consulted and designed records management programs.
- Prepared and customized disaster recovery programs for various types of business' and government entities enabling them to successfully recover, and to continue business operation in the event of possible disasters. Program included a detailed manual outlining step by step instructions specifically tailored to each client.
- Offered hot site and cold site venues for multiple clients.
- Performed disaster recovery services for fire, water, and mold damaged records. Restored and reproduced media for user needs.
- Conducted client records management audits and program reviews.
- Complete outsourcing of clients records management programs in our facility, or at the clients site, providing personnel, facilities, offices, warehousing, vehicles, for all records management and document storage related services.
- Designed, developed, and implemented records management policies, procedures, and strategies to satisfy both legal requirements and client needs for all types of media.
- Developed and conducted training seminars for state employees, FRMA, ARMA, AIIM, and published articles in RMT magazine.
- Conducted expert witness testimony around the State of Florida.
- Analyzed, interpreted, and implemented records and information management laws and administrative codes across North America.
- Developed strategic customer relationships with private, government, commercial, and health information clients.
- Actively involved in ARMA, FRMA, and AIIM.
- Sold company in 2004.
- Converted initial \$225k investment into \$1.5m.

### **General Manager**

August 1996 to September 1999

#### **Business Information Management Systems/FACS – Tampa, Florida**

- Responsible for all aspects and facets of running a 290,000 square foot full service document storage facilities, which serviced over 500 clients.
- Managed operations/collections, and all financial and administrative aspects of the organization.
- Analyzed and coordinated implementation of federal and state records and information management laws across an international records operation.
- Responsible for a \$12 million budget, strategic planning for multi site operations, which consistently gained continuous improvement of operational processes and standards through organizational design and development.
- Started with two locations and grew the business to seven locations.
- Designed and developed a facility to consolidate all operations to one super facility.
- Successfully took the company from \$2.2m EBITDA to \$5.3m EBITDA under my management, even taking into consideration the above mentioned growth expenses.
- Oversaw, conducted, supervised all daily operating procedures including support and maintenance of client records.
- Conducted and supervised the development, management, maintenance, and destruction of client records.
- Monitored operations, staff, and implemented processes for improvement, consistently exceeding industry standards.

## **Records Coordinator/Administrative Manager**

February 1994 to August 1996

**West Coast Regional Water Supply Authority Tampa** – Clearwater, Florida

- Responsible for all functions of the records management department/ public records requests/retrieval/storage.
- Managed all offsite records contracts and vendors.
- Asset management.
- Responsible for agency wide comprehensive records management services, as well as, mail room, courier services, copy and print shop, support services, copier services, and office machine outsourcing.
- Coordinated with State and Federal bureaus to ensure proper records law compliance.
- Successfully administered the policies of the State, and effectively managed and resolved any and all board, and community records management related issues.
- Consistently demonstrated exceptional knowledge of operations, services, and activities of the records management industry, and of the state agency.
- Developed and managed a \$16 million budget.
- Developed and implemented in-house policies and procedures for storage of documents and media.
- Liaison between the Bureau of Archives and Records Management and department managers.
- Managed board and executive support staff for preparation, presentation and handling of agenda items.

## **District Senior Clerk**

September 1992 to January 1994

**South West Florida Water Management District** – Brooksville, Florida

- Responsible for district wide daily records management operations, which encompassed over 2 million cubic feet of district records for 7 offices over 16 counties with 67 coordinators across Southwest Florida.
- Accountable for planning, organizing, directing and coordinating daily business and administration activities of the records management department.
- Responsible for assessing, managing, and monitoring a comprehensive records management program, and implementing appropriate communication and mitigation programs to ensure compliance with state and federal laws.
- Supervised district record coordinators in developing, implementing and maintaining procedures and techniques designed to facilitate better service, and quality control that ensures excellent employee performance, and a improved work environment.
- Instrumental in developing and implementing a program that tracked, managed, and established standardized times to complete routine assigned tasks of staff. (MIS)
- Planned and managed a \$14m budget.
- Installed Halon 1301 Fire Suppression Systems in all district record storage vaults.
- Instrumental in developing a program to transition records to digital media for the first time in the agency, for greater ease and frequency of retrieval, and to improve cost effectiveness.
- Coordinated with State Bureau of Archives and Records Management.
- Coordinated all on site and off site services performed for records management in the district with third party vendors.
- Managed multiple on site document storage offices and vaults in multiple physical locations.
- Developed and conducted training seminars, manuals, and videos for staff training, on proper records management procedures and laws.
- Implemented a start up imaging workflow system, and later a conversion to an in-house developed program, from the obsolete software to a new package , when no other suitable commercial application was available.
- Converted a commercial records management tracking and retention software package to an in-house developed program when no other suitable commercial application was available

## **Education**

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**Florida State University** 1997

Tallahassee, Florida

Informational Technology/Library & Information Sciences/Records Management

## **University of South Florida/Florida Institute of Government 1994**

Tampa, Florida

Public Administration and Management

### **Certifications**

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George Washington University: Records Management

AIIM: Master of Information Technology

ICRM: Information Certification Records Management/State of Florida

Leahy Technical: Time Management, Personnel Management & Supervisory Training

HCC: Records Management

### **Professional Affiliations**

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#### **Crisis Center of Tampa Bay**

1995-2005

Executive Board Member/ Nominating/Membership Chair

Tampa, Florida

- Spearheaded a start up Ambulance Service, Trans Care.
- Currently nets over \$4m that is a critical part of funding all operations of the center.
- Instrumental on working with Former Governor, Jeb Bush, on establishing the suicide hotline on the Sunshine Skyway Bridge.

#### **Palma Ceia G & C Club**

1996-2001

Tampa, FL

#### **Krewe of Sant 'Yago**

1997-2005

Executive Board Member

Tampa, Florida

- Chairman for Gasparilla Flotilla, Night Parade, Debutante Ball, Coronation Ball, Springtime Tallahassee, and others.
- Served as Board Director on the Education Foundation Board, which annually provides over \$1m in full scholarships to qualifying students in need.

#### **InterKrewe Council**

1997-2004

Member at Large

Tampa, Florida

#### **Tampa Historical Society**

1998-2004

Vice President 3 consecutive years

Tampa, Florida

- Sponsored open house to raise funds for a badly needed restoration of the 1889 Peter O' Knight house, with help through donations, and community involvement, the house was restored to its original condition
- Organized annual Oaklawn Cemetery Ramble to facilitate raising funds to maintain Tampa Bay's oldest official cemetery.

#### **Florida Records Managers & Administrators**

1998-2004

Honorary Board Member

Tampa, Florida

- Annual corporate sponsor

#### **Ocean Reef Club**

1999-2004

Key Largo, Florida

### **Association of Records Managers & Administrators**

2000-2005

Board President

Tampa, Florida

- Responsible for bringing nationally accredited speakers to the local Central Florida venue, for the education of our membership.

### **Certified Records Management**

1999-2004

Board President/Chairman of Board

Tampa, Florida

### **Association of Information & Image Management**

2000-2004

Board President

- Tampa, Florida

### **Seminole Heights United Methodist Church**

2000-2005

Board of Trustees/Financial/ Grants Committee/Business Committee/ Community Development Committee

Chairman

Tampa, Florida

- Wrote grants and successfully obtained over \$1.2m for historical restoration.
- Oversaw the restoration and construction project to completion.

### **Hunters Green G & C Club**

2002-Present

Tampa, Florida

### **Tampa Club**

2002-Present

Tampa, Florida

### **Center Club**

2002-Present

Tampa, Florida

### **National Republican Congressional Committee**

2003-2004

Honorary Chairman Business Council

Washington, DC

### **GRP, BOD**

2004-2008

Chairman of Board

Tampa, FL

### **Academy At The Farm Charter School**

2005 to Present

Board Member/ Chairman of Finance/ Chair of Nominating & Membership Committee

Dade City, Florida

- Established professional business practices, proper accounting, business management procedures and strategic planning practices.
- Organized an outline on proper structure for facilities and growth within the schools financial capacity, by bringing in expert education consultants from the region, as well as, at the state level in Tallahassee.
- Instrumental in designing and identifying key objectives, goals, and criteria for the school's five year plan.
- Redefined criteria for board selection and membership by identifying areas of expertise needed, and filling those positions accordingly on the board.
- Brought valuable resources to the school through connections/contracts to achieve their A+ status goal, now for five consecutive years.

## **REFERENCES**

Ann Hildebrand  
Pasco County Commissioner/  
Chairman of the Board  
West Pasco Government Center  
7530 Little Rd.  
New Port Richey, FL  
727-847-8100

Steve M. Lewis, SML, Inc.  
Information Analysis, Design,  
Planning and Training  
6001 North A1A, Ste 8024  
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