

# CYNTHIA WYNN

Hair Care ~ Skin Care ~ Cosmetics

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Retail & Service ~ Corporate & Franchise Management ~ Consulting & In-House Environments

Visionary and bottom-line driven **Senior Operations Executive / COO** offering 25+ year blend of management and expansion expertise ranging from value-oriented settings to high-end full-service salons. Experience includes growing chain from six to 900 corporate / franchise salons, taking a company public, driving annual revenue up to \$150M, and managing up to 1,020 employees across 10 states.

Expert developer and trainer of franchise owners, corporate managers, and retail staff. Able to respond to demographic change while building staff recruitment / retention, revenue growth, client loyalty, ROI, and product quality strategies. Committed to delivering sustainable objectives that meet goals and create lasting impact.

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## CAREER HIGHLIGHTS

### **Growth & Expansion**

Part of original team appointed growing *Company Name I* from six to 900-salons nationwide. Principal operations leader during move to NASDAQ. Built *Company Name II* into nationally recognized chain, from concept to 70 salons and over \$21M within six years.

### **Conferences & Tradeshows**

Active presenter at franchising and management conventions on topics including “How to Build Your Business” and “Appreciating Your Client Resource.”

### **Operations & Procedures**

Establishment of long-standing client service operating procedures and product standards.

### **Personnel / Staffing**

Record of promoting at least 75% of all direct reports to higher positions. Established national incentive-based styling competition, now in its 18<sup>th</sup> year.

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## EXPERIENCE

**COMPANY NAME WITHHELD** (headquarters).....San Francisco, CA  
*An upscale, mid-priced, 42-salon division of XYZ Companies.*

### **Vice President & Chief Operating Officer** (2006 – present)

Recruited to build chain from family-owned business. Manage 625 staff at 42 upscale salons across five U.S. states, overseeing salon budget and operating budget totaling \$14M and annual revenues of \$44M. Charged with leading aggressive growth plan opening 10 salons annually over five years for 35-year founder-run company, while redefining infrastructure and streamlining client experience. *Report to Founder & President.*

- Led development and launch of client experience / sales program training, increasing average client sale \$5.15 – from \$58 FY08 to \$63.15 FY09.
- Opened 18 salons to date in CA, OR, and NV. Leading efforts to transition organic growth to strategic growth, presently exceeding 2010 plan.
- Launched new marketing package targeting and measuring client response. Self-imposed mystery shopper results currently running at 93% average.
- Established operating standards across district and salon levels, creating consistent messaging and client experience, and baseline for measuring future success.