

Web Portfolio Link: www.mycareerhighlights.com/leonardmarshall

Senior Manager – Marketing, Sales, Finance, Business Development, Public Relations

Accomplished profit oriented financial management executive with solid track record of achieving positive bottom line impact to enhance shareholder value. Expert in all aspects of consumer financial product offerings. Directed P/L in positions where management skills and multi-faceted experience were key in expanding revenue, reducing costs, establishing start-up organizations in new marketplaces, managing rapid growth situations, and building effective, professional management teams. Dynamic team player with the ability to lead people, build relationships and manage cross-functional activities required for successful implementation of an organization's objectives. Holds professional licenses in financial services, BSBA and MBA in Finance. Candidate for PhD.

Core Competencies:

P & L / Operations / Finance / Forecasting / Start-ups / Credit / Strategic Planning / Underwriting Development / Sales / Marketing / Policy Development / Credit Evaluation & Counseling / Investment Counseling / Mortgages Business Mergers & Acquisitions / Public Relations / Recruitment / Training Education / Manufacturing Evaluation / Multi-Location Management / Health Care Management

SELECTED ACHIEVEMENTS

- **Closed over 400 mortgages annually** for 3 years, producing **over \$1 Million per year** in revenue.
- **Reduced annual operating costs** by more than **27%**.
- **Implemented key marketing programs** which **increased** loan originations by **more than 41%**.
- **Led** team of top sales producers within company. Guided team to focus on key referral sources. Consistently exceeded goals by over **125%**, and **increased sales by more than 60% in first year**.
- **Created** ongoing company wide creative marketing campaigns to **ensure continued sales** to off set ever changing market conditions.

PROFESSIONAL EXPERIENCE

Professor – Finance and Sports Management, *Seton-Hall University*, S. Orange, NJ 2007 – Present
Fully accredited multi-discipline university with 8 schools, over 60 majors and 10,000 students.

- Facilitate the learning of undergraduates in Finance and Sports Management.
- Provide additional mentoring and coaching in life skills to young adults.

President/CEO – *Capital Source Mortgage, LLC*, Boca Raton, FL 2001 – Present
\$135 Million multi-state mortgage company.

- Directed all functions of mortgage lending institution including P & L, administration, staffing, training, sales, accounting, compliance and human resources.
- Founded and grew company until market conditions forced virtual but temporary closure

General Manager, *Nationsway Mortgage*, Plantation, FL 1999 – 2001
\$160 Million regional mortgage lender .

- Directed mortgage negotiations, sales, policy and procedure development.
- Managed staff recruiting, training and mentoring, documentation compliance, administration.
- Oversaw credit reviews, counseling, payroll, files, and Dept of Banking and Finance compliance

PROFESSIONAL EXPERIENCE

President/CEO, *Pro-Star Athletic*, New York, NY 1997 – 2001
Multi-Million \$ sports signature licensed apparel and team licensed manufacturing company.

- Founded large sports apparel manufacturing business. Formulated partnerships with manufacturers in Korea, China, and Turkey, personally travelling many times to each location.
- Developed customers including Wal Mart, Sears, Meigers, Target, JCPenney's, K-Mart, Montgomery Ward's and Sports Authority.
- Sold company to International Apparel Manufactures Group of New York.

Registered Investment Advisor, *Barron Chase Securities*, Boca Raton, FL 1995 – 1997
\$100+ Million retail investment banking firm with 23 offices in 12 states.

- Assisted clients with small cap NASD investments increasing their financial portfolios.
- Managed over \$60 Million portfolio and was made partner in Marshall & Fox Sports Asset Management Group

NFL Professional Football Team Member, *New York Giants, New York Jets and Washington Redskins* 1983 – 1996

- Inducted into NFL Hall of Fame.
- Voted best Defensive Lineman of Year in both 1985 and 1986.
- Played in Super Bows XX1 and XXV.
- Played in 3 Pro Bowls
- Was named ALL NFL three times

EDUCATION

PhD Candidate – Finance, *Seton Hall University*, South Orange, NJ 2009 – 2010

MBA – Finance, *Seton Hall University*, South Orange, NJ 2007

BSBA – Finance, *Farleigh Dickenson University*, Hackensack, NJ 1991

Louisiana State University – Attended for 2 years until being drafted by NFL. GPA: 3.2, 1982 – 1983
 Received full 4 year football scholarship and awarded Football MVP for 2 years.

Licenses Currently Held: Series 7 and 63, Investment Banking License, Mortgage Brokers License, Florida Public Underwriters' and Adjusters' License.

AFFILIATIONS AND AWARDS

Omega PSI PHI Inc., Leonard Marshall Football Academy, Co-Executive Producer, "Lunch With Legends", Commentator, "The Leonard Marshall Show" – WFAN Hollywood, FL, Guest Commentator, Howard Stern Show (5 years) Co-Host, NY Football (CBS), Advisory Board Member, NASDAQ Companies.

AFFILIATIONS AND AWARDS

NFL Football Hall of Fame, La Sports Hall of Fame, Byron "Whizzer" White Award, United Way Lifetime Achievement Award, Miller Lite Man of the Year, Leukemia Society of America National Chapter Board Member, Spokesperson, Kids in Distress Situations, Caring for Kids – Palm Beach Chapter of NFL Alumni, A Child is Missing, Florida.