

GARY D. LEFFLER

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PROFESSIONAL SUMMARY

Visionary leader with 30+ years of executive level experience managing organizations, programs and projects. Comprehensive expertise in marketing, organizational leadership, and strategic organizational planning. Possess extensive knowledge in personnel management, and large-scale project financing approaches.

- Leadership
- Strategic Planning
- Personnel Development
- Program Management
- Project Financing
- Entrepreneurship
- Patent Process Management
- Small Business Ownership
- Marketing

PROFESSIONAL EXPERIENCE: Sr. Vice President Primerica Financial Services (A subdivision of Citi Group) / Non-profit Organization Director / Venture Capital Projects / Small Business Owner / Political Expert

Senior Vice President, Primerica Financial Services – NYSE Symbol: PRI (A subdivision of Citi Group)

The executive leader for a 600-person, personal finance business unit. Developed and supervised the marketing and sales approach, oversaw personnel training, and executed strategic planning.

- Managed 14 subsidiary offices across 6 states. Conducted management activities for the business unit to ensure execution in accordance with national business strategy.
- Built the organizational marketing and sales force from the ground up. Implemented personnel acquisition and training approaches to meet business growth objectives. Increased the business's sales force by 75% while serving in the executive role.
- Directed the business's sales and marketing efforts to meet national year over year sales targets. Successfully led long-term organizational growth resulting in nearly \$100M in financial assets under management.
- Executed company internal audits and National Association of Securities Dealers (NASD) audits to enforce adherence to all applicable financial regulations. Maintained full compliance on all audits throughout a 23-year career.

Venture Capital Projects / Small Business Entrepreneur

Performed supervisory and consulting services for venture capital projects spanning a period of 15 years. Managed project financing approach, execution planning and provided strategic oversight during project execution.

- Structured the financing approach for a consumer debt consolidation venture. Enabled the full funding and implementation of a new business venture valued at \$3M.
- Initiated funding, oversaw site selection, and provided technical blueprint review for a series of custom housing construction projects valued at nearly \$4M. Resulted in a 25% return on investment at the conclusion of the project.
- Researched and managed the patent process for numerous patents and patents pending; led to the successful awarding of one patent.

Director: The Oaks Camp and Conference Center

Set organizational vision and developed growth strategy for a non-profit camp and conference center. The primary leader responsible for ensuring operations execution in accordance with board of director guidance and stakeholder input.

- Developed and implemented an organizational growth strategy focusing on both personnel growth and property improvements. Added 4 full-time staff employees and successfully oversaw the funding and execution of close to \$800,000 in construction projects.
- Led planning and coordination for all events hosted by the organization; enabled execution of over 40 outreach events over a 5-year time period.

Interests and Areas of Expertise

- *State of Iowa Political Expert:* Frequently requested to provide strategic insight on political trends in Iowa. Contributions resulted in a 2019 appointment to Honorary Colonel in the State of Iowa by Governor Kim Reynolds.
- *Veterans Advocate:* Enthusiastic supporter and advocate for Veterans both nationally and in the State of Iowa. Hand selected by the White House and the Department of the Interior to participate in the 2019 National Independence Day Parade.

EDUCATION

Bachelor of Science in History and Biblical Studies, Pillsbury Bible College, Owatonna MN, 1983

Previously licensed in Series 6, 63 and 26 financial securities certifications