

# RANDY BRODENHEIM

589 SOUTH OCEAN DRIVE • APT. 215

HALLANDALE BEACH, FL 33009

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## SUMMARY

- Accomplished professional executive manager.
- Solid academic and on-the-job training.
- Extensive experience in, and knowledge of, banking, retailing, human resources management, recruiting services, market development, brand recognition, as well as community and charity development.
- Proven market strategist and sales tactician with a demonstrated ability to promote a wide range of products and services to diverse communities.
- Compelling negotiator with excellent oral, written and public speaking communication and presentation skills; familiar with Spanish.
- Recognized for an inherent sense of empathy in understanding people's situations, feelings, and motives.
- Practiced computer literacy.
- Motivational team leader with an established record of multi-task proficiency, creativity, resourcefulness, business management, organizational command, and problem-solving know-how.

## EXPERIENCE

REGIONS FINANCIAL CORPORATION • MIAMI, FL

**Senior Vice President, Director of Staffing for the Southeast and Central Regions** *March 2005 to present*

Fulfill a concurrent alternate position as Market Development Manager for the State of Florida while administering a primary function of recruiting and staffing director of the Southeast and Alabama. As staffing director, oversee 29 recruiters and eight coordinators in support of 12 market presidents in five states. Set goals and implement special recruiting programs. Coordinate activities with the company's senior business partners and leadership teams. Conduct extensive field visits to markets and corporate headquarters, regularly impacting on the preparation and the implementation of incentive programs for recruiting services and a company career Web site. In the role of market development, initiate community development programs applicable to each market for the goal of increasing brand recognition and generating mortgage, commercial, and retail business. Serve as Chairperson of the Recruiting Initiative Team that develops college and diversity initiatives. Serve as: a member of the HR Quality Council, Board of Directors Switchboard of Miami, and the March of Dimes, Dade County.

### **Accomplishments:**

- Credited with a key participating role in establishing this department from scratch, initiating all procedures and policies, and hiring all its managers and personnel.
- Served as a member of a team that developed highly productive corporate bonus incentive plans for the recruiting and staffing department that employs 150 enterprising men and women.

BANK OF AMERICA

**Progressive increases in responsibility and position in the same bank from 2001 to 2005:**

**Vice-President, Business and Campus Development** • HALLANDALE, FL

*May 2003 to March 2005*

Focused on improving brand visibility through proactive marketing, networking and community involvement. Led a pilot team of 13 members in a program oriented to increase sales in existing commercial, consumer, and university accounts throughout Dade and Broward counties. Coordinated with the market president's office to promote the brand at off-site and other special events. Regularly participated in, and contributed significantly to, national marketing and promotional programs. Organized and implemented *At Work/On Campus* events to increase penetration and growth of commercial and retail business. Coached banking center managers and personal bankers in qualifying leads, off-site protocols, and cross-sell skills for expanding existing relationships. Served as a member of the Market President's Leadership Team and as a board member of three community organizations.

### **Accomplishment:**

- Consistently exceeded all goals the first six months of the pilot program by more than 180% and by 120% in the next six months, despite a goal setting increase of 50%.

**EXPERIENCE Bank America continued:**

**Chairperson, Team Bank of America/South Florida** • HALLANDALE, FL 2003 to 2005  
 Concurrently with responsibilities above, served various roles dedicated to the expansion and growth of the national organization. Worked on community development. Proactively engaged in the March of Dimes, United Way, Hands on Miami, Race for the Cure and other causes. Served as ambassador of the BOA Olympic Celebration in June 2003.

**Accomplishment:**

- Was invited to attend the Chairman's Roundtable of the Local Council, two local boards, and various business development organizations.
- Was a featured subject of two major published articles and an honoree of the Cystic Fibrosis Organization for charitable and community contributions.
- Was selected to serve in the Spirit Ambassador Pilot Program for Broward County.
- Was elected member of March of Dimes as well as Chairperson for March of Dimes, Dade County, 2003 to 2005.

**Banking Center Manager & Regional Trainer, Market Development** • HALLANDALE, FL 2001 to 2003  
 Oversaw a staff of 18 in the operations and sales of a large branch that maintained \$65 million in deposits. Trained all new managers within the region and conducted seminars on customer service and other banking sales and marketing practices. Set periodic goals in teller referrals, loan and relationship building, and persuading customers to utilize a number of other banking services. Conducted periodic coaching meetings and employee performance evaluations. Served as a role model in rendering outstanding customer service and following up on all issues.

**Accomplishments:**

- Recognized for a deposit growth increase of 15% in the first year and as much as \$23 million dollars in closed loans.
- Increased falling customer service score to target within six months.
- Motivated and guided the team from last to first place in a corporate-wide contest within eight weeks.

SAKS FIFTH AVENUE • BAL HARBOUR, FL

**Senior Department Manager and Trainer**

1999 to 2001

Oversaw a staff of 35 in a multiple departments generating more than \$9 million annually in combined sales. Forecasted fashion trends, selecting and acquiring resources based on knowledge of the industry and the demographics of the buying public. Regularly conducted buying trips to New York fashion centers to confer with buyers. Conducted training and implemented coaching programs for staff members. Served a major role in the design and implementation of special promotional events. Administered all facets of personnel management.

**Accomplishments:**

- Recognized by top management for outstanding ability to motivate subordinates, resulting in consistently meeting or exceeding seasonal and annual goals.
- Recipient of the Manager of the Year Award in 1999 and 2000.

BLOOMINGDALE'S • AVENTURA, FL

**Department Manager and Trainer**

1997 to 1999

Served a major role in a corporate selected team assigned to recruit, hire, and train more than 500 employees for a new prototype store in a number of capabilities and situations, including store opening, media relations, first year events, and forecasting. Conducted orientation training programs.

**Accomplishments:**

- Recipient of the Manager of the Year Award in 1998,
- Credited with exceeding a \$5 million goal that was admitted to be excessively high.
- Commended for impacting the selection of new vendors, merchandise, as well as the resulting sales and profits.

**EDUCATION**

**Majored in Liberal Arts and Drama** • QUEENS COLLEGE, FLUSHING, NY

*Attended a number of seminars conducted by industry consulting organizations, employers, and education institutions on such subjects as small business and consumer lending, banking regulations, helping clients select investments wisely, public relations, and fund raising. Participated in special training courses on improving selling techniques, leadership, time and people management, making professional presentations, diversity in the work place, using computer software, recruiting and interviewing prospective employees.*

**COMPUTER KNOWLEDGE**

*Demonstrated proficiency in all major Internet applications as well as popular component programs in Microsoft Office Suite.*