

W. Forrest Coley, Jr.

Atlanta, GA 30312

forrest.coley@gmail.com ----- www.linkedin.com/in/forrestcoley

678-773-3007

Experienced real estate professional with superb communication, presentation, sales, team building and negotiation skills. Exceptionally creative thinker and problem solver with deep managerial, analytical, organizational, business development and computer skills.

AREAS OF EXPERTISE

Business Development

Contract Negotiation
Product Integration
Property Acquisition
Market Valuation

Property Management

Zoning Restrictions
Department of Planning
Tax Records and Filing
Leasing and File Maintenance

Marketing

Needs Assessment/ Planning
Competitive Analysis
Strategy Development
Conflict Management

PROFESSIONAL EXPERIENCE

KELLER WILLIAMS REALTY, Atlanta, GA

2018 – present

Licensed Realtor, Builder, Investor

Proven track record of success with buyers, sellers and investors for the past 6 years with over \$13M collective sales. Well versed in zoning, permitting, and other functions in the Department of Planning.

- Sales and Negotiation – Proven ability to close deals and negotiate favorable terms for investor acquisitions.
- Communication and Interpersonal Skills – Excellent skills, building rapport with clients and colleagues.
- Market Knowledge – In-depth understanding of the local real estate market valuation for buyers, sellers, and investors.
- Marketing and Technology – Proficient in analyzing technical market strategies to promote properties and reach potential clients.
- Problem-solving and Analytical Skills – Ability to analyze market data, legal documents, zoning classifications, identify client needs, and provide effective solutions.
- Customer Service – Dedicated to providing exceptional customer service with all necessary documentation and legal terminology.

SEMI-RETIRED – taking care of health issues and mother

2017 - 2019

SODEXO, NORAM, Atlanta, GA

2013 - 2017

Project/Product Director, Sales Solutions

Responsible for developing and bringing consistency to sales processes specific to transitioning employee payroll from hospital to company. Serve as costing and pricing methodology expert and as a sales liaison between Sales, HR, Finance, Operations, Labor Relations and Marketing.

- Sales – Subject Matter Expert. Facilitated 3-year revenue contribution of over \$125M. Maintaining 9%+ margin
- HR – Create and communicate comparative benefit analyses to the C suite and HR.
- Financial Modeling - Developed and implemented an Incremental Profit Model to drive internal profit in fixed cost contracts.
- Operations - Established metrics for staffing and benefits participation and subsequent impact on expenses.
- Labor Relations – Provide and coordinate review of legal Collective Bargaining Agreements and secure economic terms
- Marketing - Created standardized proposal document for the dedicated Sales Force

COMPASS GROUP, NAD, Atlanta, GA

2004 - 2013

Product Manager, Employee Transition Sales

Responsible for new payroll business development for existing retail contracts for Morrison Healthcare, Morrison Senior Living, Crothall and Touchpoint. Serve as subject matter resident expert for HR, Finance, Operations, Sales and Marketing.

- Sales Excellence Achievement with 128% to plan and 115% to plan in respective years
- Total contribution of over \$10M in Crothall/Morrison profit with 50+% new conversions from hospital to company.
- Deliver financial analysis, value proposition, consultation and staff implementation to the “C” suite.
- Served as Diversity Board Member, representing Compass Group to Penn State

ACCELERA, Licensee of The Johns Hopkins University, Baltimore, MD (Atlanta Based)

2002 - 2003

Sr. Territory Market Manager

Creator of sales training, brand and product awareness, and learning solutions for Pharmaceutical, Medical Device, and Biotechnology companies.

I-MANY, INC, Portland, ME (Atlanta Based)

2000 - 2001

Product Manager, Medical Device Industry

Delivered contract management software solutions to the entire \$60 billion medical device industry and the \$500 million and below (mid-market) pharmaceutical sector. Served on annual customer summit core planning team and chaired select subcommittees.

- Created a 5-year, \$10 million, business plan directed at penetrating the \$60 billion medical device industry.
- Served as product launch and integration manager for first corporate acquisition, developing and implementing plan and launch of product into new business vertical market, generating a potential \$2 million in incremental revenue.

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I-MANY, INC, Portland, ME (Atlanta Based) (cont'd)

E-Commerce Consultant, Manufacturer Team

Responsible for post-sales B2B consultation with major pharmaceutical and healthcare supply manufacturers. Consultation includes registration, product mapping to the Internet portal, and creation of the product information sheet and development of targeted marketing campaigns. Served as manufacturer team representative for contact database initiative.

- Developed nomenclature guidelines for client product portal database, a consistent method to achieve post sale revenue.
- Conceived and developed mapping plan for 50,000 SKU's for top 15 clients, targeted at 15% increase in sale of overstocks
- Created enterprise-wide, B2B manufacturer contact progress reporting system that facilitated consistent internal reporting.

KIMBERLY-CLARK PROFESSIONAL HEALTH CARE, Roswell, GA

1996 - 2000

Sr. Product Manager, General Care Team

Managed \$37 million Disposable Isolation Gowns and Disposable Blood Pressure Cuff product lines. Team Leader for the sector's Diversity Steering Committee. Committee Chair for Corporate Recruitment, Retention Opportunities Committee.

- Developed and implemented book based and digital product training, branding strategy, sales forecasts, production forecasts, marketing plans and strategic pricing for \$2 million blood pressure cuff product line (new to the sector's portfolio of products).
- Led cross-functional team which included product development, packaging, manufacturing, regulatory/quality, engineering, finance, communication services and business support for implementation and launch of newly branded blood pressure cuffs.
- Instrumental in obtaining \$7 million contract from leading GPO for blood pressure cuff product line.

Marketing Consultant, Integration Team

Served as lead marketing contact on the team responsible for the Tecno acquisition.

- Developed and implemented branding and packaging strategy and strategic product line delineation plan for over 17,000 products, consisting of product and code obsolescence, code assignment and alignment for a resulting 4500 products.
- Served as lead consultant to MIS, Logistics, Distribution, Marketing, Communications and Customer Service Teams for product line delineation and integration.
- Developed assessment for entry into new product market, resulting in a future acquisition and entry into new revenue line.

Product Manager, Surgical Products

Responsible for providing effective marketing and strategic management for Surgical Pack and Drape products.

- Coordinated Surgical packaging activities and ensured marketing, regulatory, quality and cost reduction goal of 10% were met. Established and published nomenclature guidelines, labeling procedures and packaging consistency guidelines for PHC.
- Digital Lead: Led and launched PHC's first web site. Led development team, consisting of internal and external marketing, advertising, MIS and regulatory functions.
- Created, Planned and implemented corporate focus for Operating Room Manager and Cardiology trade shows.
- Developed, implemented and managed comprehensive marketing plans to support the cardiovascular and cardiology product lines, resulting in 25% growth in business.

OHMEDA, THE BOC GROUP, INC., Madison, WI

1993 – 1996

Sales Representative – '93-'94, Marketing Manager '94 – '96, Anesthesia Systems

Responsible for territory marketing of five product lines and complete marketing support for sales representatives in the Eastern Region.

- Coordinated, addressed and resolved quality issues related to equipment failures, reducing product complaints from 50 to 0 in 6 months. Facilitated formation for the Modulus CD Quality Team, resulting in proactive elimination of product failures.
- Constructed pricing approaches that enabled sales representatives to convert 45 hospitals, worth over \$1.5 million in sales.
- Created promotional programs, which led to a 25% increase in equipment sales and a 15% decrease in overstocked inventory.

Sales Representative, Medical Systems, Philadelphia District

- Developed a suction/oxygen therapy inventory management report for a two-hospital system, resulting in a \$60K conversion.
- Achieved 111% of anesthesia system quota in first full year. Awarded 1994 Eastern Conversion Champion for converting \$300K in anesthesia systems.

EDUCATION

MBA, Marketing/General Management, The Pennsylvania State University, University Park, PA

1990

Bachelor of Science, Hospitality Management, The Pennsylvania State University, University Park, PA

1985

Georgia Real Estate License

2018

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OTHER ATLANTA BASED AFFILIATIONS

2001 – 2002 – Member, Fourth Ward Neighbors, Inc
2003 – 2003 – Atlanta NPU-M Representative for National NeighborWorks Conference
2003 – 2008 – President, Fourth Ward Neighbors, Inc
2004 – 2008 – Vice Chair, NPU-M
2005 – 2005 – O4W/NPU-M representative for the Highland Avenue Scrap Metal Yard redevelopment
2005 – 2007 – Citizens Advisory Board, Community Prosecutors Program
2005 – 2008 – Citizens Advisory Board, Atlanta Police Department – Zone 5
2008 – 2009 – NPU-M – Assistant Secretary
2008 – 2009 – NPU-M, APAB Alternate Representative
2008 – 2010 – Land Use Chair – Fourth Ward Neighbors, Inc.
2008 – 2010 – Safety Chair – Fourth Ward Neighbors, Inc.
2008 – 2011 – Committees: BeltLine, City Hall East/PCM, Streetcar, Old Fourth Ward Master Plan, Education
2010 – 2010 – Graduate, Georgia Stand-Up Policy Institute for Civic Leadership
2010 – 2013 – Chair NPU-M
2010 – 2020 – Vice Chair, Historic Fourth Ward Park Conservancy
2011 – 2015 – Board Member, Atlanta Neighborhood Development Partnership
2011 – 2017 – Board Member, Our House, Inc. – Policy Committee, Fund Raising Committee
2016 – 2019 – President, Fourth Ward Neighbors Inc
2018 – 2019 – Representative, O4W/NPU-M – Hulsey Yard Visioning
2018 – 2019 – Volunteer, Atlanta Superbowl
2018 – 2021 – Vice Chair NPU-M
2019 – 2022 – Land Use Chair – Fourth Ward Neighbors, Inc.
2019 – 2023 – Board Member, Atlanta Penn State Alumni Association
2019 – present – Advisory Board, Eastside TAD
2020 – present – Board Member, MLK Sr. Collaborative
2022 – present – Chair, NPU-M
2023 – 2024 – Board Member, Georgia Works 250 Auburn
2023 – present – Member, MARTA Five Points Transformation; Section 106 Consultation
2024 – present – Member, STITCH Consultation