

# Bill Coon

6237 Brazos River - El Paso, Texas 79932

(915) 494-9331 cell - wlcoon01@gmail.com - www.linkedin.com/in/bill-coon

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## CHIEF EXECUTIVE OFFICER

Business & Organizational Development - Turnaround & Change Management - Operations Leadership  
Team Leadership, Training & Mentoring - New Program Development & Management - P&L Responsibility  
Customer Service - Product Management - Risk Management - Safety

Expert senior level operations expert with over fifteen years of success building, focusing and leading influential organizations. Creates sustainable revenue pipelines, market share growth and brand exposure while maximizing operating margin and net income. Consistently outperforms community expectations, achieves operational efficiencies, and enhances reputation, goodwill and financial wellness.

Serves as a trusted advisor to the board members, executives, management, staff and clients. Inspires the identification of hidden opportunities and the development of innovative solutions by collaborating with key stakeholders. Transforms underperforming individuals and groups into dedicated teams driven to outstanding results. Achieves accountability and buy-in through KPI management and by creating unique programs and products that re-energize customers, communities and teams. Competencies include:

- Budgeting & Forecasting
- Strategic Planning & Alliances
- Continuous Process Improvement
- Community Relations & Engagement
- Human Capital Onboarding
- Corporate Finance Management
- Contract Negotiations & Deal Making
- Re-Engineering of Direction, Mission & Focus

## CAREER SYNOPSIS

### YMCA of El Paso, El Paso, TX

2008-February 2023

Organization with 14,000 members, serving 15,000 annually with sports, fitness, childcare, summer/leaders clubs, swimming and character-development activities.

#### **PRESIDENT AND CHIEF EXECUTIVE OFFICER** (2013-Present)

Leads and directs 250 employees year-round, and over 400 summer employees. Manages a \$4.5 million budget and five facilities. Responsible for vision, marketing, grant writing and overall direction of the entire organization. Authors personnel and financial policies. Trains staff on customer service and specific program areas. Develops and handles onboarding of staff and members.

- Retired \$136,000 in debt, achieving "*Debt Free Organizational Status*", and established a \$30,000 capital reserve fund, both for the first time in 25 years.
- Captured a surplus of \$200,000 by increasing revenue and cutting expenses.
- Served over 1,000 meals two low-income children in eight months with the addition of new facility.
- Brought the organization from mediocre staff safety training to "*Top 1%*" status across all nationwide locations.
- Successfully passed public policy to reduce binge and underage drinking by collaborating with four communities across two states.
- Contributed to the passage of "*Tobacco 21*", raising the age of tobacco and vaping use to 21, by serving as a key coalition partner.
- Significantly improved speed, updated phone system and facility internet for members by updating to fiber internet access. This saves staff time and speeds transactions for members. This also adds to the member experience by providing free internet while working out.
- Achieved data protection objectives by acquiring a new server and over 50 computers with state-of-the-art firewalls, saving staff time, and providing security to client information.
- Negotiated \$140,000 worth of air conditioning donations and re-roofed two facilities for only \$1.5 million.
- Raised \$600,000 to fund the foundation's vision, mission and future goals.

#### **EXECUTIVE DIRECTOR** (2008-2013)

Trained and led 250 staff and reshaped programs. Managed a budget of over \$1.5 million, turning the organization from poor performing to high performing. Teamed with El Paso County, El Paso Apartment Association, City of Socorro, the Tiguas, VITA Program, United Way, and other companies and organizations, raising awareness through collaboration and new community work. Reported to CEO.

- Raised \$40,000 by energizing 100% of staff to donate to the "*Strong Kids Campaign*" and officially recognized as the only Executive Director to achieve that goal in four years.
- Developed a Branch Committee of Managers at three branches. This helped drive new programs and solicit new donations.
- Brought in over \$140,000 in grants.
- Secured free advertising by building and nurturing exceptional relationships with local media outlets valued at \$5,000 savings.
- Rapidly developed five after school sites in four different districts with 11 total sites guaranteed.
- Guided the organization to self-sufficiency for the first time since it was founded.

## **Boys and Girls Clubs of El Paso, El Paso, TX**

Provides safe, educational and fun environment for youth 6-18 after school and during summer break, with a focus on children/teens from disadvantaged circumstances.

### **CHIEF PROFESSIONAL OFFICER**

Led and directed teams of 20 staff and 20 volunteers. Managed a \$500,000 budget for six clubs, including Boys and Girls Clubs of El Paso, with a \$300,000 budget. Focused on turning around a financially broken organization by collaborating with a Board of Directors consisting of over 25 members. Reduced expenses, finding new avenues of donations and making sure the six clubs were serving their neighborhoods. Reported to the Board of Directors.

- Raised over \$1,000,000 in grant commitments in just one year.
- Netted \$55,000 by personally leading the very first fundraiser.
- Rescued Las Cruces, NM, a sister club, from closure by raising \$25,000 at their first fundraiser.
- Negated \$177,000 in debt caused by prior mismanagement by working with the Office of the Attorney General, Texas Rangers, auditors, and other critical stakeholders, rebuilding trust of the organization at the local and national level.
- Mentored two staff members who were subsequently nominated and accepted to the Latino Leadership Program of the National Boys and Girls Clubs of America.

## **Goodwill Industries of El Paso, El Paso, TX**

2005-2007

Provides a wide range of services, from document destruction, employee development, computer and small appliance recycling to groundskeeping and janitorial.

### **VICE PRESIDENT**

Led and directed 50 individuals involved in cleaning bus benches. Managed \$500,000 budget working with 13 different contracts. Reported to CEO.

- Earned two contracts, worth over \$20,000 a year, by establishing a document destruction arm of Goodwill.
- Co-founded three donation sites and opened three stores.
- Improved community awareness, exposure and branding of Goodwill and their services. Branding Goodwill increased donations of clothes and household items and the ability to open three new stores.

**EARLY CAREER WITH THE AMERICAN HEART ASSOCIATION, REGIONAL DIRECTOR; CANDLELIGHTERS OF THE EL PASO AREA, EXECUTIVE DIRECTOR; CENTRAL YMCA, EXECUTIVE DIRECTOR & DIRECTOR OF PROGRAM DEVELOPMENT**

## EDUCATION, TRAINING & CERTIFICATIONS

**Southwest Oklahoma State University, Weatherford, OK - Bachelor of Science degree in Psychology**

**YMCA:** Senior Director, Certified Day Camp Trainer, Day Camp Director, Certified Youth Sports Administrator, YMCA Gymnastic Instructor, Member Service Training, Group Work Training, Marketing Training, Membership Development/Promotion Training, National Youth Sports Coaches Association Clinician, Problem Solving and Decision Making Training, Training of Others – Design Skills

**Goodwill of Portland Store Training Program, Portland, OR: Retail Training**

**National Swimming Pool Foundation: Certified Pool Operator**

## COMMUNITY & MEMBERSHIP ASSOCIATIONS

**Workforce Solutions Borderplex, El Paso, TX: Director; Goodwill El Paso: Board Member, Board Chair, Chairman of Deacons; Sun Bowl: Board Member, President; School Health Advisory Committee: Parent Chair; Texas SHAC: Member**