

# **BILL GREEN**

## **PROFESSIONAL RESUME**

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**January 2018 – Present**

**CEO, BILL GREEN ENTERPRISES, LLC.**

On Air Guest, Sales Trainer, Media Coach &  
Business Consultant

**BILL GREEN ENTERPRISES, LLC, TAMPA, FL**

### **MISSION STATEMENT**

Bill Green Enterprises, LLC was formed in January 2018 by Bill Green who possesses over 3 decades of successful and professional experience in multiple areas of the fine jewelry and retail industry. I provide On-air Guest Sales Support, Sales/Media Training, Coaching and Business Consulting to both Electronic Retail and Brick and Mortar Retailers Internationally.

### **PROFESSIONAL OVERVIEW**

- Provide on-air live and recorded television Guest and Live Brand Ambassador sales support for HSN's private label global jewelry brand, "Sevilla Silver" producing \$10M in annual retail sales nationally broadcasting live throughout 96M+ homes located throughout the United States.
- On-Air Guest and Brand Ambassador for TSC (the Canadian Shopping Channel, a division of Rogers Communications representing three (3) proprietary fine jewelry brands; "The Diamond Show" and "Best of Gems" and "Colours of Diamonds" broadcasting live throughout 50M+ homes throughout Canada.
- Collaborate and assist HSN & TSC Merchandising in the selection and assortment planning of millions of dollars in fine jewelry annually to support live television and ecommerce sales on both hsn.com and tsc.ca.
- Provide Sales Training and Media Coaching on an individualized and corporate program basis for clients requiring; education, skill and hands on training in live sales and digital electronic sales platforms.
- Established all start up corporate business operations and systems including; the creation of multiple legal contracts, business licensing, IT systems design and development, accounts receivable, marketing/advertising and social media promotions for the Bill Green Enterprises Corporate business model.
- Conceptualized, designed, developed, and implemented a multi-vendor Product Information System with vendors throughout the world to support capturing both product and financial information to support corporate business operations.

**1994 - 2018**

**HSN, INC., ST. PETERSBURG, FL.**

**July 2016 – December 2017**

**ON AIR GUEST TRAINER**

HSN TV Talent & Content, Broadcast Division, St. Petersburg, FL

### **Responsibilities & Accomplishments:**

- Designed, developed, implemented and follow up the On-Air Guest Coaching Program to support HSN's initiative of improving all On Air Guests Talent & abilities of story telling while Engaging, Educating/Informing and Inspiring customers viewing HSN's Live Broadcast product shows to increase customer engagement producing millions of dollars in annual sales.
- Perform individualized performance evaluations and interactive coaching sessions with On Air Talent Guests to review and improve all aspects of their presentations offering improvement strategies for the product categories they present on air.
- Catalogue On-Air Talent Guest evaluations for use by HSN's Management to identify strengths and improvement areas for all On Air Guests.

- Routinely provide feedback to On Air Talent and Merchandising Management on the improvements and recommendations for placement of On-Air Talent Guests throughout multiple product categories.
- Follow-up with On Air Guest Talent on progress they are making on air via telephone, email and personal follow-up meetings daily.

**1996 – July 2016**

### **TELEVISION SHOW HOST**

HSN TV Talent & Content, Broadcast Division, St. Petersburg, FL

#### **Responsibilities & Accomplishments:**

- Demonstrated excellence for over 22 years as a Television Show Host for HSN, providing thousands of hours of live entertaining, interactive product sales shows for the innovator of Electronic Retailing broadcasting into 96M+ homes producing sales in excess of \$3.5 billion dollars annually.
- Possess rare, multi-product category professional sales expertise, credibility, recognition and knowledge in; Fine and Fashion Jewelry, Watches, Electronics, Computers, Photography, Apparel, Accessories, Shoes, Inside/Outdoor Home Decor, Kitchen/Cookware, Table Top, Bed and Bath, Home Fashion, Health, Fitness & Beauty producing \$50,000,000 plus in Annual Personal Sales.
- Hosted numerous Celebrity Premieres, Special Events and other Nationally Televised Premiere Events with; Mariah Carey, Patti LaBelle, Suzanne Somers, Susan Lucci, Wolf Gang Puck, Colin Cowe, Lauren Hutton, Valerie Harper, Cindy Adams, Mimi Rogers, Nate Berkus, contributing hundreds of millions of dollars in company sales while entertaining and attracting millions of new customers annually across all demographics.
- Co-Hosted, "Sunrise", HSN's Morning show attracting millions of new customers annually, while previewing HSN Daily Show and Merchandise Programming.
- Emceed HSN's 2006 & 2007 Christmas Day Broadcast engaging thousands of new customers to hsn.com who purchased hundreds of thousands of dollars in Merchandise while HSN was off air.
- Anchor Hosted, "Shop Talk" and "HSN Behind the Scenes" two promotional hourly news and information segments designed to promote upcoming sales events, celebrity guests, product premieres and network credit card and marketing events.
- Created, designed, developed and implemented an Electronic Retail Sales Training Program and On-the-job training program for all Show Hosts for America's Store, Home Shopping Network Española and HSN Europe based in US and London England.
- Supported the Casting, selection and On-Air Host Training of Show Hosts for HSN Europe
- Supported management in the start up and launch of all Retail and Broadcast Operations for HSN Europe producing \$20,000,000 in annual sales

**1994-1996**

### **DIRECTOR QUALITY ASSURANCE FINE/FASHION JEWELRY**

HSN, Administration, St. Petersburg, Florida

#### **Responsibilities & Accomplishments:**

- Conceptualized, designed, developed and implemented the Quality Assurance Program & Standards for HSN's Fine/Fashion Jewelry Division, to evaluate, inspect, elevate and assure quality for over \$300 million dollars in fine jewelry purchases made from over 325 manufacturers internationally.
- Directed, resourced, recruited, hired, trained and oversaw all technical jewelry team members supporting HSN's Merchandising quality program & product standards to improve customer satisfaction, reduce jewelry returns and establish HSN's credibility as a pre-eminent jewelry electronic retailer.
- Conceptualized, designed and directed the of Jewelry Training Programs to support the technical, sales and management training of all Jewelry Buyers, Fulfillment Center, Quality

Assurance, Show Host and Product Information staff which has decreased turnover and increasing sales and productivity.

- Researched, developed and implemented a Vendor Quality Standards Program to maintain FTC Regulations, improve vendor quality standards, reduce returns and increase customer satisfaction.
- Developed and implemented standard operating policies and procedures to improve product quality and increase customer satisfaction throughout all network business functions.
- Relocated, staffed and trained an entire Fulfillment Center Quality Assurance organization from St. Petersburg Florida to Salem Virginia in order to streamline fulfillment center operations nationally.
- Travelled to numerous Domestic and International locations to implement and manage HSN's Quality Assurance Program through Vendor Partner manufacturing facilities in Hong Kong, Bangkok Thailand and dozens of US Domestic factory locations.
- **Financial responsibilities:** Create, manage, minimize and monitor the staffing costs & budget requirements for the travel budget to support both HSN's in-house quality inspection staff and exempt travelling quality assurance inspection team to maintain cost effective quality assurance support operations.
- **Staff responsibilities:** Recruit, train, monitor and measure effectiveness of HSN's Technical Quality Assurance Team responsible for the product concept approval and Quality Assurance of all Fine, Fashion Jewelry & Watches totally \$350,000,000 in purchases at cost.

**1978-1994**

**ZALE CORPORATION, IRVING, TEXAS**

**1992-1994**

**GENERAL MGR., LINZ JEWELERS & ARS**

Fine Jewelers Guild Division, Dallas, Texas

**Responsibilities & Accomplishments:**

- General Manager, Linz Fine Jewelry Store and ARS Insurance Replacement Telemarketing Operations accountable for managing all aspects of retail store operations including; recruiting, hiring, staffing training a sales team to produce individual, corporate and insurance replacement sales producing \$3M in total sales annually.
- Purchased and managed the assortment planning and product inventory of all fine jewelry, watch & giftware categories; \$1,000,000 in product inventory, plus, \$1M in consignment merchandise and \$2M in Insurance Replacement annually.
- Developed and implemented innovative National Marketing Events to promote Insurance Replacement products, jewelry repair services, appraisal services, and corporate product sales programs to new national clients across the U.S.
- **Financial responsibilities:** for managing the stores profit and loss statement for ensuring that store delivered a annual growth of 6% to 10% annual increase in sales while minimizing payroll staff and operating expenses.
- **Team Management: 15 total team members:** (6) Sales Associates, (1) Corporate Sales Rep., (1) Insurance Replacement Manager, (1) Jeweler, (1) Watch Repairman, (1) Jewelry Appraiser, (1) Office Manager, (1) Inventory Clerk, (2) Security Officers.

**1990 - 1992**

**DIVISION DIRECTOR ADVISORY & REPLACEMENT SERVICES**

Zale Corporation, Corporate Headquarters, Irving, TX

**Responsibilities & Accomplishments:**

- Directed all aspects of Zale and Gordon Corporation's Insurance Replacement Division producing over \$20M dollars in annual sales through 35 sales offices and 1800 retail stores nationally.

- Interfaced with division senior management to conceptualize, develop and implement strategic business, sales and profit objectives throughout 4 separate retail operating store divisions, 10,000 employees.
- Restructured and decentralized the (ARS) Insurance Operation into the Fine Jewelers Guild Division further reducing operating costs \$500K annually.
- **Budgetary responsibilities:** included consolidating and reducing the ARS division's payroll and operating expense budget \$1.4 million dollars while increasing division sales 11 % annually throughout a chapter 11 restructuring.
- **Team Management: 59 total exempt/non-exempt team members:** (1) National Insurance Sales Manager, (2) National Account Executives, (1) Marketing Manager, (1) Telemarketing Manager, (1) Admin. Asst., (3) Regional Managers, (35) Field Based Insurance Replacement Managers, (15) Insurance Replacement Specialists.

## 1987-1990

### QUALITY ASSURANCE & CENTRALIZED DISTRIBUTION RECEIVING / MANAGER

Zale Corporation, Corporate Headquarters, Irving, TX

#### Responsibilities & Accomplishments:

- Conceptualized, researched, designed, developed and directed a corporate Quality Assurance department and team to support 18 jewelry buyers/2,000 stores producing over one billion dollars in annual sales.
- Recruited, hired, trained and motivated a Quality Assurance team and administrative staff to inspect and improve quality of over 600K fine jewelry items purchased from more than 200K manufacturers internationally.
- Co-developed the Zale & Gordon Corporation National Diamond Replacement Center reducing diamond, gemstone and repair expenses millions of dollars annually through centralized, independent contractors.
- Developed all aspects of the Zale/Gordon Corporations Merchandise Return Processing Center System which led to the refining, liquidation, reprocessing and resale of millions of dollars in company assets.
- Launched a Distribution Control System (DCS) automating all aspects of new product receiving, processing, tagging and bagging for over \$500 million dollars in annual fine jewelry product purchases.
- Conceptualized a state-of-the-art jewelry bar code tagging system to control over \$500 million dollars in inventory costs.
- **Financial Responsibilities:** Managed & monitored all aspects of development of a financial staffing and travel budget to support both Zale Corporations in-house; merchandise receiving, quality inspection and quality assurance travelling inspection team to maintain cost effective quality assurance support operations.
- **Team Management: 29 Total Team Members:** 6 non-exempt "in-house" quality assurance inspectors, 6 exempt "travelling" inspectors. 1 Receiving Manager, 1 Receiving Supervisor, 1 Quality Assurance Supervisor, 15 Distribution Product Picker's.

## 1986-1987

### STRATEGIC PROGRAMS MANAGER

Zale Corporation, Fine Jewelers Guild Division,  
Marketing Department, Corporate Headquarters, Irving, TX

#### Responsibilities & Accomplishments

- Coordinated the development and implementation of a \$10 million-dollar trade-name-change and advertising campaign to link 310 independent stores operating under 26 trade names nationally.
- Improved advertising effectiveness 20% while decreasing operating expenses \$12 million dollars annually.

- Researched, designed, and implemented a Communications Management System which streamlined all correspondence to 15,000 employees.

## **1984-1986**

### **NATIONAL TRAINING SUPERVISOR**

Zale Corporation, Human Resources,  
Corporate Headquarters, Irving, TX

#### **Responsibilities & Accomplishments:**

- Recruited, hired, trained and motivated 12 Regional Trainers across the US to conduct innovative sales, management and on-the-job training programs increasing employee's sales an average of 25% annually.
- Launched a state-of-the-art interactive video network and sales training video program, which led to a 27% sales increase and 25% reduction in employee turnover.
- Researched designed and co-developed a Corporate Buyer Training Program including modules on Assortment Planning, Item Merchandising, Merchandise Planning, and Merchandise Systems to train all division line merchandising staff.
- Designed, developed and implemented motivational sales and management skills/training techniques utilized by over 8,000 employees located throughout 615 stores across the United States.
- Conducted dozens of Manager Candidate Training Schools to successfully prepare dozens of store manager candidates for store assignment and management responsibilities.
- Budgetary responsibilities for developing, implementing and monitoring the National Training Seminar Expenses and Travel Budget for all Regional Sales Training Managers throughout multiple geographic locations across the U.S.

## **1982-1984**

### **REGIONAL TRAINING MANAGER**

Mission Jewelers Division,  
Division of Zale Corporation, Dallas, TX

#### **Responsibilities & Accomplishments**

- Conducted over 50 motivational sales training, management development seminars and provided (O-J-T) on-the-job training which resulted in employee sales increases of 20% to 30%.
- Developed sales training materials utilized by over 525 sales associates improving incremental sales performance from 15% to 30% annually.
- Promoted to National Training Supervisor to oversee employee training & development for 3 store divisions (D.P.F.J., Mission Jewelers and The Fine Jewelers Guild Division, 8,000 employees.

## **1978-1982**

### **SALES ASSOCIATE, MANAGER TRAINEE & STORE MGR.**

Zale's & Mission Jewelers,  
Division of Zale Corporation, Dallas, Texas

#### **Responsibilities & Accomplishments:**

- Consistently exceeded personal sales quotas producing up to \$450,000 sales annually.
- Promoted to Store Manager and increased store volume from \$350K to \$750K annually.
- Effectively grand opened a store in North Dallas area exceeding first year's quota of \$800,000.
- **Financial:** Personal Sales: \$450,000 annually (Zale's Jewelers).
- **Store Sales:** \$800,000 annually (Mission Jewelers).

## **EDUCATION, SPECIALIZED TRAINING**

## **& ORGANIZATION MEMBERSHIP**

- Gemological Institute of America, Accredited Jewelry Professional Graduate
- Gemological Institute of America, Diamond Grading Extension & Legal Seminars
- Prior Member, American Society for Training & Development
- Associates Degree, Business/Marketing, Brookhaven Community College, Dallas, Texas,
- Graduate, Miami Senior High School, Miami, Florida

## **PROFESSIONAL REFERENCES**

- FURNISHED UPON REQUEST

## **CONTACT INFORMATION**

Inquiries may be submitted via this website **Contact Page**