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## STEVEN CAPOGRECO



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### EXECUTIVE PROFILE

Proven revenue generator and expert negotiator skilled at coaching teams, streamlining workflows, and driving data-driven growth.

Technically savvy and dynamic professional with an 18-year track record in the Telecommunications and Technology industries, starting from Franchise Owner to District Manager, National Regional Manager and finally Business Consultant.

### CORE COMPETENCIES

- Strategic Planning & Forecasting
- Multi-Unit Operations
- Cross-Functional Leadership
- Systems-Centric
- Organizational Change & Coaching
- Digital Strategy & Data Analytics
- Performance Management
- OP/EX Optimization

### PROFESSIONAL EXPERIENCE

#### Strategic Consultant & Founder | Cervii | 2025 – Present

Strategic advisor specializing in data-driven workflow optimization, team coaching, and revenue growth across diverse industries.

- **Revenue Growth:** Boosted sales **10%** via strategic visibility initiatives and targeted web traffic optimization.
- **Efficiency:** Cut workload **30%** by implementing cross-functional software and automated workflows.
- **Data Strategy:** Integrated advanced analytics and custom tools to leverage trends and maximize profits.
- **Retention:** Developed robust training curriculums that increased productivity while decreasing churn.
- **Problem Solving:** Solved complex business challenges to deliver measurable results through data-driven decision-making.

#### Regional Manager | Apple Inc. | Channel Retail / Reseller Sales | 2012 - 2024

Strategic leader directing a national team of 4 Area Managers and 100+ Field Sales Reps across 6 provinces.

- **Revenue Growth:** Managed a **\$690M book of business** with **6%** Y/Y growth, hitting **109%** of target in 2023.
- **Award-Winning Performance:** **3x Regional Manager of the Year** ('13, '15, '16) for consistently exceeding all KPIs.
- **Retention:** Achieved a **<5% attrition rate** with an average team tenure of 7.5 years.
- **Partnerships:** Scaled relationships with 9+ national partners, including major telecom carriers and big-box retailers.
- **Operations:** Spearheaded annual sales strategies, quarterly projections, OP/EX and executive-level business reviews.

## District Manager | Rogers Communications | Dealer Channel | 2009 – 2012

Canada's largest wireless carrier, comparable to AT&T or Verizon

Leader overseeing 19 retail franchise locations, managing owner relations and corporate standards.

- **Award-Winning Growth:** Named **2009 Business Manager of the Year** based on territory performance
- **Customer Excellence:** Increased C-SAT scores by **40%+** through service standard optimization
- **M&A Expertise:** Executed retail store mergers and acquisitions while successfully integrating corporate culture into new teams.
- **Operations:** Negotiated with vendors and franchise owners to drive operational efficiencies and market share growth

## Franchise Owner | Rogers Communications | Planet Mobile | 2006 – 2009

Entrepreneurial leader who purchased and revitalized two existing Rogers Mobile franchise locations.

- **Turnaround Success:** Surpassed prior-year KPIs within the first 6 months of ownership
- **Revenue Impact:** Achieved a **300% residual increase** within 3 years and grew sales by **20%** in year one.
- **Recognition:** Received the **Most Improved Store Award** in both 2006 and 2008.
- **Full-Cycle Management:** Directed all operations, including payroll, accounting, and SMB/Enterprise account management.

## TECHNICAL STACK

*Advanced Proficiency*

- AI Engines
- Excel
- Tableau
- Tableau Prep
- FileMaker
- Trello Automation
- Slack
- SAP BusinessObjects
- Lite Coding (HTML & CSS)

## EDUCATION & PERSONAL DEVELOPMENT

### Cybersecurity & IT Infrastructure | *In Progress*

- CompTIA A+ Certification (Core 1 & Core 2) | Candidate (Targeting 2026)
- Google Cybersecurity Professional Certificate | In Progress
- ISC2 Certified in Cybersecurity (CC) | Candidate

**Core Curriculum:** Network Security, Incident Response, Asset Security, and Hardware Troubleshooting.

### Apple University | Executive Leadership & Management Series

**Core Curriculum:** Effective Communication, Managing Change, Providing Direction, and Functional Organization.

### Vanier College | Business & Financial Studies

**Certifications:** Starting a Business, Stock Market Analysis, and Financial Accounting.

### Toasmasters | Public Speaking, Communication & Leadership

**Curriculum:** Two paths completed - Dynamic Leader & Effective Coaching



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