

# DEREK GOODMAN

## EXECUTIVE DIRECTOR

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**A** Hales Corners, WI

### CAREER SUMMARY

Proven leader of people and organizations with over 20 years of experience in the human services field and over 13 years of experience in leadership roles for non-profits, for-profits, and ESOP's.

- The last nine years have been spent in senior leadership roles focused on organizational growth; maximizing margin; strategic planning; and talent retention.
- Consistently meeting personal and organizational goals leading to four intraorganizational promotions and one interorganizational promotion over the last 13 years.
- Effectively leading up to 170 employees and 18 programs at a time with revenue over \$18M and serving up to 350 individuals with cognitive & emotional disabilities at a time.
- Possessing the KSA's and business acumen necessary to crossover into any industry.

### EXPERIENCE

#### MyPath (Family of Companies)

January 2014 – Present

#### Positions Held

Executive Director at The Richardson School (current role)

Director of Operations at Paragon Community Services

Program Director at Prader-Willi Homes

#### Accomplishments

- Attained 24% decrease in trailing twelve turnover with successive improvement every month (2023).
- Exceeded projections by increasing revenue by 34% and EBITDA by 99.7% year-over-year (2023).
- Navigated complete, four-month shutdown during pandemic and returned programs to better than 85% of pre-pandemic revenue in less than two years (2020-2022).
- Launched the first new Adult Day Program the company had seen in over 11 years; exceeding EBITDA projections by 46% in the first year (2019).
- Revitalized market image and responsibly slashed expenses leading to 62% increase in EBITDA (2016).

### EDUCATION

University of Minnesota Duluth

Major: Business Administration  
w/Marketing emphasis

### KEY SKILLS

- STRATEGIC PLANNING
- REMOTE MANAGEMENT
- BUDGET MANAGEMENT
- TALENT DEVELOPMENT & RETENTION
- BUDGET FORECASTING & MANAGEMENT
- MARKETING STRATEGY
- CULTURE BUILDING
- CHANGE MANAGEMENT
- CRISIS MANAGEMENT
- CUSTOMER ENGAGEMENT
- LEADING DIVERSE POPULATIONS
- EFFECTIVE ORAL & WRITTEN COMMUNICATION
- LEADERSHIP DEVELOPMENT
- BUSINESS ACUMEN
- CONFLICT RESOLUTION
- PROGRAM DEVELOPMENT
- EXECUTIVE MANAGEMENT

- Cultivated a positive employee experience resulting in a 300% improvement in employee satisfaction scores and a 20% reduction in trailing twelve turnover (2016).
- Fostered a welcoming and supportive culture prompting a 44% decrease in turnover, 85% 3-month retention, and 75% 6-month retention in a high turnover industry (2015-2022).

## AWARDS

- BIZTIMES MEDIA NOTABLE  
BLACK, INDIGENOUS, PEOPLE  
OF COLOR (BIPOC)  
EXECUTIVES – MARCH 2023

## Easter Seals Southeast Wisconsin

March 2010 – January 2014

### Positions Held

Associate Director of Adult Day & Inclusion Services

Adult Day & Inclusion Services Manager

Adult Day Services Manager

### Accomplishments

- Orchestrated the move of a struggling program into a new market generating a 120% increase in census within one month of opening (2013).
- Headed the launch of the Legacy Corp program by collaborating with the Corporation for National & Community Services and the University of Maryland, while simultaneously leading 18 other programs (2012-2014).
- Achieved 19% increase in year-over-year revenue while managing rate cuts imposed by major funding sources (2011).
- Partnered with several other external organizations to create beneficial programs for the participants we served, including Carroll University; Easter Seals National; WI Department of Health Services; and the University of IL-Chicago (2010-2013).

## VOLUNTEER EXPERIENCE

### Wisconsin Adult Day Services Association

December 2010 – October 2013

Board of Directors

- Member of 2011 Conference Planning Committee for the National Adult Day Services Association Conference.
- Member of the Membership Committee; Chair of the Technology Committee; Chair of Branding & Marketing.
- Member of Milwaukee County subcommittee responsible for improving relations between providers and Milwaukee County Department of Family Care.