

LANCE MINNIS

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EXECUTIVE LEADERSHIP • TRANSFORMATION AGENT

STRATEGIC PLANNING | PROGRAM DEVELOPMENT | ROLLOUT | COMMUNITY ENGAGEMENT

Innovative entrepreneur with experience building dynamic programs and organizations in the small business and non-profit sectors. Record of success providing strategic and tactical direction toward the achievement of organizational missions and goals. Outstanding relationship-building skills with the ability to quickly form productive partnerships with internal and external stakeholders at all organizational levels. Superior oral and written communication skills.

***Strategic Ideation • Relationship-Building • Program Design & Management • Fundraising
Investment Opportunity Management • Financial Management
Branding & Marketing • Profit & Loss Operations Management***

PROFESSIONAL EXPERIENCE

Commonwealth Financial Advisors, LLC

9/2000-Present

Investment Advisor, 2000-2014

Vice President/Chief Investment Strategist, 2014- Present

Co-Compliance Manager, 2014-Present

- Converted Broker/Dealer affiliated hybrid firm to fiduciary Registered Investment Advisory resulting in 320% asset growth
- Co-created trademarked turnkey investment management system, including development and management of Investment Policy Statement, quarterly due diligence, risk moderation, and updating
- Acted as fiduciary in oversight of \$30 million of client investment portfolios
- Created, implemented, serviced, and grew 401k programs from \$0 to \$1 million with 85% employee participation rates
- Oversaw team of 8 contractors and employees in compliance, communications, branding, strategy, investment management
- Developed complete branding strategy and marketing system
- Designed, implemented, and delivered education programs and seminars to diverse audiences
- Managed over 200 client relationships and vendor relationships.

Swisher Insurance Agency

2/1999-12/2000

- Built independent door-to-door relationship-based senior market insurance business in multi-county region

Other Professional Experience

- Sous Chef, Biscotti Bistro- managed kitchen, worked line and prep, supervised back of house staff
- Food Service Director, Cedar Ridge Camp- managed staff of 5, developed menus and meal plans, managed vendors and ordering, prepared and served meals for up to 150
- Jefferson County Public Schools- emergency certified teacher, developed 8th grade Humanities curriculum, managed In School Suspension, substitute teacher
- Henry and Carroll County Public Schools- substitute teacher

COVID-19 ENGAGEMENT

- Gig Worker Relief Bank** 3/2020-6/2020
- Identified need, built fundraising platform, raised 113% of fundraising goal
 - Created Relief Bank, extended limited cash assistance, free direct food relief to those out of work due to Covid quarantine
 - Developed menu based on cost, perishability, and health, converted office to food bank for community pickup
 - Fed 62 local families, cash assistance to 7 families, delivered 150lbs of food and \$150 in prepaid cards to West Louisville food relief org.
- Live Inspirational Performance Streams** 3/2020-Present
- Created unique weekly community collaborative gatherings via livestream, average 650 engagements

COMMUNITY ENGAGEMENT

- Shelby Area Rural Conservation, Director** 3/2020-Present
- Overhaul of branding and marketing, reinvigorating 10 year rural land trust 501c3
- Buy Local Louisville Foundation, Board Chair** 6/2019-Present
- Led from ground floor concept in 2016 through 2019 receipt of IRS 501c3 determination letter
- Luminary, Inc.** 7/2017-Present
- Founder/Creator, developed and created music and storytelling events to raise awareness of issues regarding economic justice, sustainable development, and water quality preservation, including Watershed Fest Kentucky, a 3-day music festival in the Louisville area, with over 400 attendees, public venue, sponsors, marketing, branding, design and outlay, contract negotiations, \$25,000 first year budget
- Louisville Folk School** 6/2016-Present
- Founding Director, oversaw conversion from LLC to 501c3, enabled hiring of full-time salaried Executive Director, doubled student enrollment, event and education outreach, spearheaded 2019 NeXt application
 - Instructor
- Louisville Independent Business Association (LIBA)** 7/2014-3/2020
- Executive Committee, Treasurer, oversight of \$250,000 annual budget, special events, hiring, Board nominations
 - Director, created local B2B event, "Louisville Local Business Expo", Chair membership Engagement committee, Co-Chair Ambassador Committee, met or exceeded all fundraising commitments, created weekly member networking luncheon LIBA Lunch, oversaw creation of partner 501c3 organization BLLF
- Additional Community Engagement**
- Cohort Member, Rural Urban Exchange
 - Henry County Chamber of Commerce, Director
 - Rotary, President Shelbyville Rotary Club, President Eminence Club
 - Leadership Henry 2009-10 Cohort, Leadership Shelby 2010-11 Cohort
 - North West Territory Alliance(NWTA), national Executive Committee, Treasurer
 - Greater Louisville Inc., Ambassador

SCHOLASTIC AND PROFESSIONAL EDUCATION

- Bachelor of Arts in English, University of Louisville
- Louisville School of Massage Enrollee
- Series 7 General Securities, Series 65 Uniform Investment Advisor, Series 24 General Principal Licensee
- State Life, Health, and Variable Insurance Licensee