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INTERNATIONAL BUSINESS & EDUCATION MANAGEMENT PROFESSIONAL

Emphasis in Sales, Marketing, Training, Relationship Building, & General Management

Versatile professional, well qualified for leadership positions where business savvy, international experience, problem-solving, sales, and business development strengths will be of value. Proven ability to produce and succeed in fast-paced and challenging start-up, turnaround, and growth environments. Highly motivated, confident, energetic, and results-focused. Excellent cross-functional qualifications, to include:

- Sales & Marketing
- General Management
- Strategic Partnerships/Ventures
- Cross-Cultural Communications
- Team Building and Leadership
- P&L Management / Budgeting
- Administrative Management
- Policies & Procedures Design
- Educational Program Development
- Academic/Curriculum Development
- Teaching & Training
- Staff Recruitment/Development

PROFESSIONAL EXPERIENCE

Icon Group (Thailand) Co., Ltd. - Ayutthaya, Thailand

Jun 2009 - Present

DIRECTOR

Started a local technology company focused on the education market which funds, designs and develops various educational websites, eLearning, and education apps. The 20+ active sites of the group involve teacher recruitment, teaching resources, educational information, teacher development, and eLearning. The sites receive a combined 150,000 visits per month and generate \$50,000+ in gross revenue annually. Designed and launched learning management system, with accompanying Apple and Android App, for local Thai schools that manages 175+ courses for 100+ teachers, 500+ classes, and 5,000+ students. Developed and launched teacher recruitment and training service assisting school clients throughout Southeast Asia with educational staffing and training needs.

Bright Future International Training & Services (BFITS) - Bangkok, Thailand

Apr 2003 - October 2018

ASSISTANT DIRECTOR (2005-2018)

Promoted to provide executive leadership and drive the organization's goal of creating a reputation for academic excellence throughout the industry. Maintain strategic focus on developing and executing new educational offerings and streamlining operational processes across the organization. Offer innovative business and educational concepts that provide students and teachers with well-defined curricula to ensure complete program success.

- Spearheaded aggressive expansion plans, increasing service offerings to include the Conversational English Program (CEP), Intensive Communication English Program (ICEP), Intensive English Program (IEP), and English Program (EP); expanded school base to 25+ schools with 125+ full-time teachers.
- Implemented variety of programs that fulfilled the organization's three primary goals of promoting educational standards, instilling student responsibility, and integrating education technology into the classroom.
- Designed the BFITS LMS (Learning Management System) for the 20+ geographically diverse BFITS partner schools to provide real-time grading and e-learning to 10,000+ students.
- Negotiated partnership deal with McGraw-Hill Publishing, allowing BFITS students to receive a 50% discount on their books and BFITS to receive any technology associated with the books at no cost.

ACADEMIC DIRECTOR (2003-2005)

Hired during a period of organizational restructuring to help drive profitable sales increases within a progressively competitive and oversaturated market. Supervised staff and managed day-to-day operations of all educational programs and services. Continually developed new courses/programs and teaching/learning resources to meet growing needs of the school clients while ensuring compliance with government regulations/educational standards. Worked as a member of management team to set policies, oversee staff recruitment and training, and devise/implement marketing programs.

- Instrumental, as a member of management team, in driving extraordinary year-over-year (2003 to 2004) growth and expansion in all areas - sales, program offerings, and academic staff:
 - Doubled total academic program offerings and increased total academic sales 157%;
 - Grew CEP program offerings from 7 to 12 (70% increase), driving 119% increase in related sales;
 - Expanded MEP program offerings from 1 to 4 (300% increase), driving 336% increase in related sales;
 - Delivered 176% overall increase in new students.
- Provided leadership for projects that significantly expanded BFITS's market presence and enabled more efficient communication between a geographically dispersed and growing staff.
 - Implemented new standardized company e-mail system;
 - Created an integrated calendar enabling centralized scheduling for all 16 schools;
 - Developed multimedia sales presentations to promote academic offerings;
 - Redesigned and improved academic sales brochures.

ACADEMIC DIRECTOR (CON'T)

- Led ongoing efforts to expand and enhance educational program offerings, to upgrade capabilities of teachers and quality of training, and to improve efficiency in administrative tasks:
 - Introduced web-based lesson planning database on a file-sharing network;
 - Developed comprehensive educational programs covering science, math, ICT, health, art, and history;
 - Designed Excel spreadsheets to streamline maintenance of students' grades.

Han Seo Language Institute - Seoul, South Korea

Oct 2001 - Apr 2003

SENIOR ENGLISH INSTRUCTOR

Taught 120 students in 9 class periods, instructing native Korean adolescents and young adults in basic English grammar and usage, conversation, listening skills, and essay writing. Prepared and edited materials used in the TOEFL program. Created daily lesson plans utilizing materials based on Cambridge CELTA guidelines. Evaluated students' assignments, developed and administered tests of progress, and maintained attendance and evaluation records.

- Initiated modernization efforts and introduction of state-of-the-art technologies and teaching techniques to increase positioning in a highly competitive market:
 - Designed and implemented a comprehensive language course using PowerPoint and Computer Assisted Language Learning (CALL) software;
 - Introduced a computerized evaluation system to enable more accurate assessment of student progress;
 - Streamlined new student placements and allowed for existing student transfers to higher course levels by designing new uniform yearly schedule with graduated start dates;
 - Developed new college-level writing course to better meet needs and changing demands of students.

Sony Pictures Digital Entertainment (SPDE) - Culver City, CA

Jan 2000 - Oct 2001

EXECUTIVE ASSISTANT

Provided executive assistance to the Senior Vice President of Finance. Researched and compiled financial data for corporate financial reports. Coordinated and scheduled cross-departmental executive meetings throughout SPDE and Sony Pictures Entertainment. Completed FY 2000 and 2001 MovieFly.com due diligence binders for submission to studio partners. Revamped and streamlined financial filing system for improved document tracking.

Capital Home Title, LLC - Washington, D.C.

Mar 1997 - Jan 2000

PARTNER/MANAGING DIRECTOR

Spearheaded business start up and growth, from initial planning and launch, expansion, and ongoing operations. Managed all aspects of business, including marketing and business development, P&L management, staff hiring and leadership, financial affairs, government contract oversight, customer service and relations, and project management.

- Grew the company from the ground floor, quickly achieving primary market positioning, and ramping annual revenue from zero to \$3.3 million within two years.
- Forged joint ventures and cemented referral relationships with leading providers of complementary services, generating an immediate 500% increase in business volume and 800% increase in revenue.
- Bid, secured, and managed a federal government contract that consistently yielded \$1.1 million in annually recurring revenue and involved administration of \$20 million escrow account.
- Planned and implemented business expansion initiatives; developed streamlined systems and recruited/hired support staff to keep pace with increased volume.

NVR Settlement Services - Gaithersburg and Columbia, MD/ Fairfax, VA

Jun 1991 - Mar 1997

REGIONAL SALES MANAGER (1996 - 1997) / BRANCH MANAGER (1993 - 1996) / SETTLEMENT SERVICES (1991 - 1993)

Progressed through a series of performance-based promotions involving increasingly complex leadership positions. Tasked with heading turnaround of a historically unprofitable and trouble-plagued branch. Achieved goals and challenged to penetrate new markets through development and management of a new sales force and department.

- Innovated business development / customer service strategies that accelerated referrals and increased customer capture rate from 30% to 94%, a figure dramatically higher than approximate 70% industry average.
- Reversed long-term sales decline and generated a 1300% increase in business volume. Led corporate expansion initiatives and succeeded in penetrating new markets; built sales department infrastructure and staff.

* Early career as an Operations Manager with Baker Pacific Environmental Corporation, Long Beach, California (1989 - 1991) and as a Cryptographic Specialist in the U.S. Air Force, Los Angeles Air Force Base, California (1985 - 1989).

EDUCATION

B.S., Business Management
M.Ed., Curriculum & Instruction
CompTIA Project+ Certification

Cambridge/RSA CELTA Certification
Teachers' Council of Thailand - Kingdom of Thailand
Teaching License