



## **Robin Wilcox**

*Consultant*

### **ABOUT ROBIN**

An accomplished chief executive officer, Robin has demonstrated success in all aspects of running a business, including managing the initial start-up phase, overseeing day-to-day operations, and executing long-term strategic growth plans. A graduate of the University of Arkansas at Little Rock, she holds dual bachelor's degrees in accounting and finance.

After beginning her career in public accounting, Robin moved into private business, where she held several leadership positions in the insurance and information technology industries and earned a Six Sigma Greenbelt certification. Based on her experience as a software conversion project manager, financial analyst, and business analyst, Robin is adept at designing, implementing, testing, and documenting large-scale data projects. She has a keen ability to transform data into valuable key performance metrics, perform relevant financial analysis, and utilize SAP enterprise resource planning software for numerous business purposes.

Subsequently, Robin founded and grew a chain of family entertainment centers into a business comprised of six separate companies and four locations serving over 200,000 customers annually. As the company's CEO and CFO, she spearheaded all vital tasks, including conception and vision, incorporating, financing, accounting, marketing, and ongoing operations. Robin's skill set includes budgeting, regulatory compliance, contract negotiations, human resources, facility maintenance, customer experiences, and vendor relations.

A strong leader and team builder, clients value Robin's experience and knowledge as she helps their organizations become more effective, operate with greater efficiency, and achieve business objectives.

### **INDUSTRY EXPERIENCE**

Arts & Theater, Entertainment, Event Management, Food & Beverage, Hospitality, Information Technology, Insurance, Nonprofit, Research & Development, Restaurant, Retail, Service, Software, Start-Up Companies

### **EDUCATION**

- University of Arkansas at Little Rock, Bachelor of Science, Accounting
- University of Arkansas at Little Rock, Bachelor of Business Administration, Finance

### **CERTIFICATIONS**

- FLMI – Fellow, Life Management Institute
- Former CPA – Certified Public Accountant – Arkansas