



Christine Nicole <cnicole@townofbelleair.net>

Fwd: Consideration for member of the Finance Board

JP Murphy <jmurphy@townofbelleair.net>
To: Christine Nicole <cnicole@townofbelleair.net>

Mon, Oct 11, 2021 at 3:32 PM

----- Forwarded message -----

From: **Estelle DeMuesy** <estelle.demuesy@gmail.com>
Date: Sat, Aug 14, 2021, 1:41 PM
Subject: Consideration for member of the Finance Board
To: Michael Wilkinson <mwilkinson@townofbelleair.net>
Cc: JP Murphy <jmurphy@townofbelleair.net>

Dear Mike,

Hope you are doing well. I want to express my interest in becoming a member of the Finance Board for The Town of Belleair. For nearly 20 years I was President/CEO of 4 different privately held companies. My most recent experience was running Title Nine, a women's athletic apparel company. I am currently on the Board of Directors for Title Nine. In both capacities, I not only was required to manage the day-to-day operations of the business, but to think through the strategy of the business and its positioning in an increasingly competitive arena. I was successful in doubling the size of the company in 5 years. I did this with no outside financing, only the cash flow generated by the business. I have negotiated numerous banking deals and large capital purchases, in addition to purchasing and selling several companies. Here is a link to my LinkedIn profile for additional information. <https://www.linkedin.com/in/estelle-demuesy-4b99143/>

Additionally, I have been on the board for the YWCA of Santa Clara County, Women in Business, co-chairing the event in my final year with the group. We raised over \$500K to support a 100 unit apartment building that worked to provide housing for mother's with families while they got back on their feet financially while establishing employment. I have also been on the boards of The Vermont County Store and Outdoor Retailer's Association.

I have an MBA from The College of William and Mary, as well as a BS from The Ohio State University. As you are aware, I have been very involved in attending the vast majority of Commission meetings over the past 4 years and thus, am very knowledgeable about the very important and critical issues that will impact the town's finances and residents for many years to come. Most recently, I was chair of Belleair's Park and Tree Board. I am proud of the work we did in the final 2 years of the Board's work as I was able to reestablish the board meeting regularly, work with JP on the plan for leasing the land north of Waterfall Park to BCC, participate in Arbor Day festivities, in addition to many hours working with Mike and Ricky on establishing the strategic goals for the town's strategic plan.

I hope you will give consideration to my request to join the board.

Warmest regards,

Estelle DeMuesy
[605 Osceola Rd](#)
Belleair, FL. 33756

In accordance with Florida Statute 119, email correspondence to and from the Town of Belleair, including email addresses and other personal information, is public record and must be made available to public and media upon request, unless otherwise exempt by the Public Records Law.

MICHAEL PAUL KAPLANIS
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michael.kaplanis@revmagroup.com | 727-644-8290 (cell)

EXPERIENCE

PLATINUM AUTO FINANCE OF TAMPA BAY, LLC

Chief Executive Officer and Co-Founder

Clearwater, FL

February 2012 - Present

- Grew from a concept to a company that at its peak had over 50 employees and a portfolio over \$50 million
- Serve as the company's Chief Executive Officer after having served as VP of Finance and Assistant Branch Manager
- Raised subordinated and senior secured debt transactions exceeding \$220 million since the Company's inception
- Developed the company's technology infrastructure during management tenure to provide a software ecosystem that allows the company to have capabilities on par with some of the larger industry participants
- Facilitated the development, implementation and maintenance of company's internal loan origination software—LapApp that was active in the business from 2013 to 2017
- Revamping and restructuring the company's business operations through a joint venture with Nicholas Financial Inc. (Ticker: NICK)

REVMA INVESTMENT GROUP, LLC

Managing Member and Founder

Clearwater, FL

August 2010 – Present

- Investment firm founded to advise and invest in businesses that provide solutions to niche issues and can be scaled
- Consider and source investment opportunities in addition to making strategic investments in distressed entities, operating businesses and start-up opportunities
- Conduct due diligence, create strategic business plans, produce comprehensive financial modeling and analysis
- Most recent investment: Vasilea, LLC, an Instagram based fine jewelry business (@shopvasilea, <https://vasilea.com>)

JBK, INC

Vice President of Mergers, Acquisitions and Strategy

Clearwater, FL

February 2010-August 2010

- Responsibilities included strategic growth planning of emerging business units and evaluation of merger candidates
- Conducted due diligence on merger candidates and constructed financial modeling of candidate companies

CITADEL INVESTMENT GROUP, LLC

Senior Associate – Global Equities Energy & Utilities Group

Chicago, IL

September 2007 – February 2010

- Responsibilities included stock selection, quantitative risk analysis, portfolio construction and position sizing in \$350 million gross market value, beta neutral, long-short equities portfolio
- Provided fundamental research, built financial forecasting models and shared investment insight to Portfolio Manager
- Constructed valuation methodology and technical analysis tools for use in group's investment process
- Interfaced extensively with senior management teams, company operations personnel, sell-side research analysts and industry experts as part of sector coverage, routine investment process, and company due diligence

MORGAN STANLEY

Investment Banking Analyst – Global Power and Utilities Group

New York, NY

July 2006 – August 2007

- Performed extensive financial modeling including: accretion/dilution, discounted cash flow, leveraged buyout, comparable company and precedent transaction analysis
- Performed financial modeling, participated in drafting of regulatory materials, and advised on the offering process for a \$99 million initial public offering for EnerNOC (Ticker: ENOC)

EDUCATION

STETSON UNIVERSITY COLLEGE OF LAW

Juris Doctor

Gulfport, FL

August 2012 – May 2015

- *Cum Laude*; Legal Excellence Scholarship Recipient (2012-13); Law Dean's Merit Scholarship (2013-2014)
- Dean's List Fall 2012 & Fall 2013; Honor Roll Spring 2013; Former Articles & Symposia Editor, *Stetson Law Review*

DUKE UNIVERSITY

Bachelor of Arts, Biological Anthropology and Anatomy; History Minor

Durham, NC

August 2003 – May 2006

- GPA 3.9/4.0; *Summa Cum Laude*; Elected to Phi Beta Kappa; Completed four-year curriculum in three years
- Member of Men's Varsity Football Team; three year Atlantic Coast Conference Athletic Honor Roll honoree

ADDITIONAL

- Married to Vasilea Kaplanis and dad to Vivi (6) and Maximos (4). We are members of Holy Trinity Greek Orthodox Church (Clearwater, FL), Pelican Golf Club (Belleair, FL), and Carlouel Yacht Club (Clearwater Beach, FL).

D. Gay Lancaster

30 Winston Drive, Belleair, Florida 33756

Mobile: 727.612.6114

Email: glancaster3@verizon.net

Summary

- Excellent managerial and administrative skills demonstrated across a wide variety of functions, organizational structures and ad-hoc projects. Proven ability to initiate and implement programs, policies and procedures and to manage change.
- Strong communication and interaction skills with expertise in mediation among differing factions.
- Superior team building skills, internal and external to the organization, including motivation and consensus building.

Professional Experience

Pinellas County Government, Pinellas County, Florida (01/2019-Present)

Director, Pinellas County Contractor Licensing Department

- Oversight of the application, licensure, and enforcement of laws governing local and state-registered contractors in Pinellas County.
- Management of the Pinellas County Licensing Board (PCCLB) and its additional role as the Countywide Board of Adjustment and Appeals.
- Management of the public education program for homeowners and professionals regarding licensure and hiring of skilled workers.

Pinellas County Government, Pinellas County, Florida (03/2017-07/2018)

Consultant/Interim Director, Pinellas County Licensing Board (PCCLB)

- Intervention/oversight of the troubled Pinellas County Licensing Board (PCCLB), through the Inspector General's Investigation, Grand Jury review, and legislative amendment process, which brought the operation under the Pinellas County Board of County Commissioners.

Juvenile Welfare Board, Pinellas County, Florida (09/2006 -07/2013)

Executive Director

- Performed all duties as CEO of a statutorily established Special Taxing District for services to the children and families of Pinellas County, Florida.
- Answered to a Board of Directors comprised of citizens appointed by the Governor, as well as statutorily established positions: Circuit Judge, State Attorney, Public Defender, County Commissioner and Superintendent of School.
- Led the organization through the dramatic reduction in the tax base, which began in FY 2008, and maintained an array of services to serve children at risk and their families.
- Led innovation in the delivery of services through a purchase of services mechanism to meet the needs of families in crisis.
- Served on the first Governors Children's Cabinet as the representative of all Children's Services Councils within the state.

D. Gay Lancaster

County Administrator's Office, Pinellas County Government, Clearwater Florida (05/1989-07/2006)

Chief Assistant County Administrator (12/2001 - 07/2006)

- Second in command to County Administrator with full signatory authority; handled all matters in Administrator's absence, including Board meetings.
- Management oversight and policy development for seven operating departments; Communications, Justice and Consumer Services, Emergency Communications/911, Emergency Management, EMS and Fire Administration, Community Development and Human Services/Veterans' Services.
- Liaison to: Unified Personnel System, Sheriff, Courts, Law Enforcement and Fire Services.
- Appointed to manage the County's adopted Strategic Plan.
- Managed the employee survey organizational response for County Administrator's Department, including 11 tasks teams and the steering team, with responsibility to bring 250+ recommendations to fruition.

Interim County Administrator (09/2000-12/2001)

- Assumed CEO position upon retirement of long-serving County Administrator.
- Managed the organization through a series of major events and changes, notably the change of the Board of County Commissioners from five at-large members to three at-large and four single-member district representatives; management of \$1.5 billion budget; dealt with the reversal of the prior board's decision to implement an electric franchise fee, when left a multi-million-dollar gap in income.
- Managed the acquisition process for electronic voting system.
- Managed the recruitment and hiring process for the County Administrator position.

Assistant County Administrator (05/1989 - 09/2000)

- One of six-person executive team reporting directly to County Administrator.
- Management oversight and policy development for 10 county departments with combined budgets in excess of \$140 million. (Animal Services, Community Development, Consumer Protection, Cooperative Extension, Emergency Communications/911, Emergency Management, EMS and Fire Administration, Justice Coordination, Social Services and Veteran Services)
- Liaison to numerous outside agencies, including Health Department, Public Safety Coordinating Council, County and Circuit Courts, Sheriff and Law Enforcement, State Attorney, Public Defender, Pinellas Private Industry Council and Health Facilities Authority.

Sheriff's Office, Pinellas County, Largo, Florida (02/1981 - 05/1989)

Director, Administrative Operations Bureau (1984 - 1989)

- Full administrative and supervisory responsibility for: Personnel & Training Division (Law Enforcement Training, Corrections Training, and Personnel), Research, Planning & Development Division (Law Enforcement and Corrections Planning Unit, Computer Center and Project Unit), and Support Services Division (Communications Maintenance, Purchasing and Materials, Vehicle Maintenance).

Executive Director to the Office of the Sheriff (1983 - 1984)

- Managed office and personal staff for Sheriff including Public Information Office; represented Sheriff as community liaison on various boards and organizations; coordinated legislative tracking and lobbying efforts of the office.

Resume

D. Gay Lancaster

Director, Special Services Bureau (1981 - 1983)

- Full responsibility for Division which included Victim Advocate Program, Crime Prevention Units, School Resource Officer Program, Neighborhood Watch, all community education.

Other Positions Held:

Alternative Human Services, Inc., Youth & Family Resource Center (12/1978 - 02/1981); *Project Director, Assistant Director and Parental Stress Coordinator.*

Youth Services System Advisory Council for the Juvenile Welfare Board, Pinellas County, Florida (04/1977 - 01/1978); *Coordinator.*

Public Defender's Office, Juvenile Division, Pinellas County, Florida (01/1975 - 04/1977); *Investigator.*

St. Vincent's Episcopal Church (04/1972 - 01/1975); *Financial Secretary (Part-Time Position).*

Pinellas County School System (08/1968 - 06/1970); *Teacher of English and Journalism.*

Education

MA Criminal Justice, Nova University, Fort Lauderdale, Florida, 1980

BA English (College of Education), University of Kentucky, Lexington, Kentucky, 1968

Organizational Involvement

Associated with numerous professional and community organizations over the years including, Alumni of Leadership Tampa Bay and Leadership Pinellas; associated with the charity event benefitting the Children's Home Society (almost thirty years), including co-authoring a cookbook. Vice Chair, Morton Plant Mease Health Care Board of Trustees; Bay Care Health System Board of Trustees.

References available upon request

Patrick T. Maguire

303 Ponce De Leon Blvd
Belleair, FL 33756
P: 727.218.3060
E: patricktmaguire@gmail.com

Professional Summary

Agile, well rounded senior management executive adept at building teams and motivating individuals while possessing the analytical skills and financial acumen necessary to deliver financial and organizational results

Professional Experience

Senior Vice President - Operations

2019 - Present

Eye Health America – Easely, SC

Oversee all operational aspects and P&L's for Eye Health America's network of 38 clinic locations, 7 Ambulatory Surgery Centers, and 82 physician providers including the management of marketing, optical, contact center, integration and optimization, aesthetics, Lasik, and clinical operations departments.

- Successfully integrated 5 new partner practices consisting of 21 unique locations accounting for over \$50M in additional top line revenue
- Effectively interviewed, hired, and onboarded 14 new providers into the Eye Health America network
- Guided Eye Health America operations through the Covid 19 pandemic, developing a Covid task force and outlining enterprise wide covid SOP's
- Developed organization wide and department specific KPI and Metric dashboard for optical, clinical ops, marketing, call center, and integrations
- Centralized multiple department functions, developing consistency around patient care delivery while leveraging scale and reducing redundancies

Chief Administrative Officer

2017 – 2019

Tampa Bay Eye Surgery Center & Updegraff Laser Vision – St. Petersburg, FL

Developed process and organizational improvement plans to increase the profitability of both the Tampa Bay Eye Surgery Center and Updegraff Laser vision entities in preparation for going to market while maintaining a market leading patient centric experience.

- Increased profitability of organization by 87% from 2017 to 2019
- Successfully represented and negotiated the sale of the two entities to Eye Health America, increasing the enterprise value by 150% through improved operational efficiencies, digital marketing initiatives, vendor negotiations, office consolidation, and pricing strategies
- Reduced ASC COGS by 23% through vendor negotiations and Lean process analysis
- Managed the AAAHC accreditation process with zero deficiencies reported
- Supervised all due diligence activities post LOI

Branch President

2012 – 2017

XPO Logistics – Montgomery, AL

Manage all aspects of a start-up enterprise for one of the fastest growing organizations in North America by implementing world class business development processes and precise operational execution aimed at deploying world class logistics solutions. Complete P&L ownership of a business unit that currently executed over 20,000 transactions annually across XPO's ten distinct service offerings

- Built a highly profitable \$20M business from the ground up which now consists of 20 employees across sales and operations functions, over a 3 year period
- Responsible for managing and analyzing the P&L and corresponding revenues and costs associated with executing a business focused on EBITA expansion
- Develop account penetration strategies to build market share across multiple verticals, disciplines, and geographic regions with a primary focus on retail grocery and refrigerated customers
- Conduct internal cost analysis, market condition assessments and demand forecasts to develop an annual division budget, sales process, and resulting asset allocation
- Implemented a 1, 3, 5 year strategic business plan around revenue growth, profit, headcount, and strategic accounts to meet corresponding forecasts and organizational guidance

Education:

Auburn University

Auburn, AL

B.S. Business Administration - Logistics, Materials, and Supply Chain Management

Auburn University

Auburn, AL

Master of Business Administration – Operations

Certification:

Lean Six Sigma – Green Belt

KRISTINA N. SHEASLEY

15 N Pine Circle, Belleair, FL 33756
(727) 244-0454 • kristina.sheasley@gmail.com

CAREER SUMMARY

Tax Manager with CPA license and significant experience in state and local tax, specializing in complex state tax matters involving multistate service providers. Responsible for a team of ten staff across multiple full outsource engagements for Fortune 200 multinationals.

AREAS OF EXPERTISE

- Significant experience with state implications of federal tax reform
- State tax provision (ASC 740) & uncertain tax positions
- Controversy matters, appeals and refund claims
- Oracle, PeopleSoft, HFM and IBM Cognos reporting
- OneSource suite (OIT, OTP & State Apportionment) & Corptax certified
- Automation initiatives with Alteryx & management reporting with Tableau

PROFESSIONAL EXPERIENCE

PricewaterhouseCoopers LLP, Tampa, FL

Manager, State and Local Tax Jul. 2018–Current

- Lead state tax manager on a restructuring engagement as a result of federal tax reform for a multinational service provider with \$20BN+ annual revenue
- Maintained primary oversight responsibility for state and local tax matters for a multinational Fortune 200 company with over 2,500 annual deliverables – income, franchise, sales/use and personal property taxes
- Led an engagement to fully automate the apportionment process for a client from source data to tax software import and management reporting
- Trained and maintained oversight role of twelve staff

Senior Associate, State and Local Tax Jul. 2016–Jun. 2018

- Built a model to automate and streamline apportionment gathering and aggregation for use in compliance, provision and structuring scenarios for an inbound regional bank
- Supported M&A team and performed due diligence on proposed acquisitions including income/franchise, sales/use, property and other state taxes

Associate, State and Local Tax Aug. 2014–Jun. 2016

EDUCATION

University of Central Florida, Orlando, FL

Master of Professional Accountancy, Honors Aug. 2012

Bachelor of Science in Business Administration Aug. 2010

MIKE SHEASLEY

15 N Pine Circle, Belleair, FL 33756
(727) 480-1134 • msheasley01@gmail.com

CAREER SUMMARY

Cloud Application Solution Architect and Senior Delivery Manager with PMP license and extensive experience in the Telecommunications, Industrial Engineering, Manufacturing and High-Tech industries; specializing in Sales, Product Catalog, Configure, Price and Quote (CPQ), Commerce, Opportunity-to-Quote-to-Cash and Finance end-to-end capabilities.

AREAS OF EXPERTISE

- Configure, Price and Quote (CPQ)
- Product, data, and financial modeling
- Quote-to-Cash capabilities connecting front- and back-office systems
- Financial planning and reporting
- Complex delivery and project management
- Portal and eCommerce platforms
- Salesforce and Oracle CRM & CX

PROFESSIONAL EXPERIENCE

International Business Machines, IBM, Tampa, FL

Senior Manager & Solution Architect Sept. 2020–Current

- Lead cloud solution architect for a retirement planning services provider with assets of \$14B+ and annual revenue of \$5M+
- Responsible for developing and designing future-state transformational journeys across people, process, and technology
- Primary driver of new client business analysis and financial viability utilizing numerous internal IBM tools and techniques to gain organization approvals
- Global CPQ community officer responsible for maintaining oversight of all communication, assets, accelerators and staff

Delivery Lead & Program Manager Jan. 2019–Aug. 2020

- Complex program manager for a 'greenfield' 5G wireless network E2E solution with a TCV of \$20M+ and 40+ onshore/offshore resources
- Solution architect and program manager for a global CPQ initiative with a TCV of \$12M+ and 30+ onshore/offshore resources
- Enabled 15,000+ global users for the world's largest telecommunications provider with business realizing \$7M+ in cost savings over two (2) years
- Transform and streamline opportunity-to-quote-to-cash solutions by improving time to market for new products and reducing quote generation time by 90%

Senior Consultant, Sales and CPQ **Associate Consultant**

Jan. 2017–Dec. 2018
Feb. 2015 – Dec. 2016

EDUCATION

University of South Florida, Tampa, FL

Master of Science in Business Management

Jun. 2014

St. Petersburg College, St. Petersburg, FL

Bachelor's in Business Management and Organizational Leadership

Jun. 2014