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Jack M. Hollis
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BUSINESS CONSULTANT & INVESTOR

Accomplished senior-level business executive with a strong record of achievements in Management, Research, Marketing and Strategy, in start-up and growth driven environments. Expert knowledge of strategy and marketing in the retail industry gleaned from a successful career working in fast-growth, highly regarded grocery retail business.

CORE COMPETENCIES:

Research and Marketing	Business Coaching	Process Improvement
Senior-Level Management	Competitive Analysis	Revenue Generation
Profit Improvement	Innovation	Market Positioning
Strategic Planning	Business Analysis	Cost Reduction

EXECUTIVE EXPERIENCE:

HOLLIS AND SONS INC., Lakeland, FL, Vice-President & General Manager 2010 – present
Hollis & Sons is an Investment company. We invest in companies that meet the strategic needs of the Hollis Family.

SILLOH INDUSTRIES, LLC, Lakeland, FL, Owner 2007 – present
Consultative services organization specializing in assisting and directing clients to optimize and implement Strategy, Marketing & Research to create Strategic Advantages that drive market positioning and out-perform the competition. We also offer Business Coaching to help individuals create and implement personal and business objectives.

HOLLIS TECHNOLOGIES, LLC /COMPUTER RENAISSANCE, Lakeland, FL, Owner 1998 – 2007
Computer Renaissance Franchise System with 140 stores nationwide. Computer Renaissance was a \$120 million, retail oriented computer sales & repair business.

PUBLIX SUPER MARKETS, INC., Lakeland, FL 1974 – 1998
Largest and fastest-growing employee-owned supermarket chain in the United States. One of the largest-volume supermarket chains in the United States with more than \$33 billion in retail sales and 184,000+ employees.

Progressed through a series of increasingly responsible positions for strong performance in customer service, business management and leadership strengths..

Head of Strategic Intelligence (1992 – 1998)

- Led comprehensive strategic corporate review encompassing development of competitive model, and created business projection concepts based on business influences. Identified cost cutting opportunities that saved Publix more than \$25 million by instituting a series of improvement systems that slashed excessive costs.
- Developed scenario-based model to determine strategic influences on the business optimized by the Executive Committee to create forecasts for future and new business targets.
- Presented periodic white papers to Executive Committee based on projections of the retail & food industry that led to major corporate strategic initiatives in Marketing campaigns, Improvement Systems, New Markets, and Customer Segmentation.
- Conceived and implemented a New Market Entry process focused on new market penetration in various geographic locations. Success of project repositioned Publix from last to second in Atlanta market and generated \$3 billion in new revenue.
- Developed, wrote and taught Publix' Continuous Quality Improvement Process, which resulted in employees being able to eliminate millions of dollars of waste in systems and processes.

Head of Market Research (1986 – 1992)

Held full accountability for establishing and growing Market Research Department from ground up.

- Spearheaded and managed full scope of marketing functions encompassing advertising sales, hundreds of qualitative and quantitative research projects, customer segmentation analysis and competitive analysis.

Earlier positions at Publix included technology, warehouse, and retail associate.

PROFESSIONAL DEVELOPMENT

International Quality & Productivity Center, New Orleans, LA 1997
Optimizing Decision Making Through Scenario Planning
Babson School of Executive Education, Wellesley, MA 1995
Strategic Planning and Management in Retailing
University of Florida Psychology 1981
Manatee Jr College Architecture 1978

PROFESSIONAL AFFILIATIONS

Member, Marketing Research Association 2007 – 2011
(Obtained PRC classification 2007)
Member, International Franchise Association 2000 – 2008
Member Food Marketing Institute's Consumer Market Research Committee 1988 - 1995

COMMUNITY ACTIVITIES

Member, Polk County Planning Commission: Special Area Study for Babson Park area 2008 – Present.
Chair & Board Member of Defenders of Crooked Lake Inc. 2007 – Present
Past Chair & member of Board of Trustees All Saints' Academy 1996 – 2010
Leadership Lakeland Class XX
Past board member United Way of Central Florida
Past member Vistage (formerly TEC) Group 2060
Past board member Lakeland Family YMCA
Past board member Polk Imperial Symphony Orchestra

PERSONAL INFORMATION

Jack was a third generation Publix employee, his grandfather was part owner of the original All-American Grocery Stores, (which sold its 27 stores in 1940 to his friend George Jenkins). Jack's father, Mark C. Hollis, was the President of Publix from 1986 – 1995, he also served as vice-chairman of the board from 1995 – 1999.

Jack's older brother, Clayton, recently retired as V.P. of Public Affairs at Publix and his younger brother, Dean, was President of ConAgra Foods in Omaha, Neb and is currently involved with several businesses. Mark Hollis was on the board of Stetson University for over 20 years, Dean is currently on the Board at Stetson, and Clayton is on the Board of Florida Southern College.

Jack is the fourth generation born in Lakeland, Fl. His mother's family moved to Lakeland in the early 1870's. Jack has been married to MaryLee for 40 years and they have four children and three grandchildren.