

Pegah Ardalan

pegah555@gmail.com | Santa Monica, CA | Open to 50% travel | 310-463-8765

Project Lead Manager | Hospitality Manager

- MBA graduate with a passion for researching, developing, and delivering on a variety of business, technological, and organizational challenges.
- Data-driven, analytical, resourceful, tenacious, multidisciplinary problem-solver able to research, evaluate, and resolve complex, mission-critical business challenges.
- Engaging communicator with skills in networking, relationship-building, consultation, and training.
- Passionate key contributor dedicated to making a significant difference in the lives of clients, colleagues, and the community.

Relevant Consulting Experiences

GMLH LLC

2019 to 2021

Business Consultant – Operations, Marketing & Finance

- Provided a wide range of business advisory services to the owner of established specialty hair salon.
- Built go-to-market strategies and business cases to bring new products to local market and client base.
- Led research and development of new product offerings, such as a subscription-based services that would drive predictable monthly recurring revenues, customer retention, and new revenue streams.
- In Q1 2020, pivoted focus of consulting engagement to business continuity efforts during a 50% decline in gross revenues arising from pandemic.
- Leveraged banking background in successful acquisition of >\$347K in SBA loans and grants (EIDL and PPP). Prepared P&Ls, financial statements, and applications for loans. Obtained full PPP loan forgiveness.
- Guided client in research, development, acquisition, and financing of a private label product line, established pricing to achieve a 75% profit margin.
- Led capital equipment acquisition (VelaShape III spa equipment) to fully leverage existing facility.
- Analyzed and improved all aspects small business operations: rebranding, ecommerce website development, social media marketing, inventory control, customer service, equipment operation, and facilities upkeep.
- Ensured compliance with changing Los Angeles County Health Department regulations upon reopening.
- Identified depreciation and amortization line items to reduce corporate tax liability.
- Supported client in commercial real estate lease buyout negotiations. Advised client in transitioning business entity from sole proprietorship to an LLC.
- Guided client in securing legal counsel to initiate due diligence for potential acquisition of intellectual property from the business founder's trust.

HOTEL DE ORO, LLC

7/2013 to 10/2013

Consultant

- Consulted in turnaround of a distressed, full-service hotel. Evaluated business plans, organizational structure and operations of all departments: Sales & Marketing, Housekeeping, Restaurant, Bar/Lounge, Property Maintenance, Departmental Inventories and Financial/Accounting practices for competency.
- Submitted a written report summarizing findings and recommended actions for
- Departmental Inventories, Monthly I & E report, AR/AP report, Unpaid and Delinquent Property/Occupancy and Sales Tax calculation & reports, Payroll report along with the hotel's key Performance Ratios.
- Create and implemented the suggested strategic plans, which led to overall increase in the hotel revenues.
- Reduced unpaid PG&E/Water bills and delinquent A/P by \$70,000. Completed necessary unfinished property maintenance and IT projects. HDO achieved an increase in Occupancy by 15%, coupled with \$53.32 ADR.

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Experience - Continued

CALIFORNIA BANK & TRUST

2014 to 2016

Financial Services Representative

- Cultivated enduring relationships with diverse prospective and existing customers. Reported to Operations Manager.
- Sold, set up, and maintained personal, business, attorney-client, and trust accounts. Assisted clients with application processes for loans and lines of credit.
- Ensured compliance to industry regulations and bank policies and procedures. Key contributor to ongoing process improvements, staff cross-training, and change management.
- Met goals for new accounts (checking, savings, merchant processing accounts, money market accounts), loan volume and asset goals.
- Exceeded annual financial product sales goals of \$1.75 million in 2015 & 2016.

GOLDEN WEST PROPERTY MANAGEMENT

2012 to 2013

Commercial Real Estate Intern | Property / Investment Analyst

POURMIRZA CLIENT GROUP

2011 to 2012

Commercial Real Estate Sales, Marketing, and Analytics

Education | Licensure

KELLER GRADUATE SCHOOL OF MANAGEMENT

Master of Business Administration (MBA) - Financial Analysis Concentration, March 2019

Key courses: Managerial & Advance Managerial Finance, Financial Accounting, Financial Modeling & Valuation, Management of Financial Institutions, Organizational Structure & Business Processes, Mergers & Acquisitions, Securities Analysis, Real Estate Analysis, Marketing Management, Strategic Marketing, Strategic HR Management, Legal, Political, Ethical Dimensions of Bus, Leadership & Organizational Behavior.

DEVRY UNIVERSITY

Bachelor of Science, Technical Management, March 2013

Key courses: Managerial Accounting, Federal Taxes & Management Decisions, Advance Financial Statement Analysis, Applied Managerial Statistics, Business Law, Managerial Applications of Information Technology, Technology, Society and Culture.

INVESTMENT BANKING INSTITUTE

Financial Analyst Training - Financial analysis, valuation methodologies and advance financial modeling.

Built fully integrated financial statements projection model, LBO model and merger models, including ability to run operational and capital structure sensitivities within models.

Commercial Investment Advisor Workshops

CCIM INSTITUTE

Operating and Cash Statement, Cap rates, NOI, Rent Roll, Balance Sheet and Leases
Certificate in "Investment & Real Estate Financial Analysis Using Excel"

VOLUNTEER WORK

Member of "The National Society of Leadership and Success"