

# APPLICATION FOR APPOINTMENT – Martin County Parks and Recreation Advisory Board – Please Print

Type of Member: At-large member who must be a Martin County resident and shall not be employed by the County nor be related to a County employee or have a business relationship with Parks and Recreation vendors.

Check One: ☐ Mr. ☐ Mrs. ☒ Ms. ☐ Miss ☐ Dr.

Name: Sandra "Cindy" Groover

Residence Address: 3271 SW Water Edge Way Palm City, FL 34990  
Street/City/Zip Code

Mailing Address: Same  
(if different) 5 Street/City/Zip Code

Commission District in which you reside: 5<sup>th</sup> Staff will complete.

Are you available year round to attend meetings? ☒ yes ☐ no If no, what months are you available?  
\_\_\_\_\_

Telephone numbers: daytime: 305-999-0333 alternate: \_\_\_\_\_ alternate: \_\_\_\_\_  
\*Area Codes are considered 772 unless you note otherwise.

EMAIL: cindygroover@gmail.com

Have you ever pled guilty or "no contest" to a crime, been convicted of a crime, had adjudication withheld, prosecution deferred, been placed on probation, received a suspended sentence or forfeited bail in connection with any offense (except minor traffic violations)? Please show all convictions, including driving while intoxicated (DUI) convictions. ☒ yes ☐ no If yes, please provide the following information:

TYPE OF OFFENCES: DWI

DATES: July 1995

PLACES (city/state): Akron, OH

SENTENCES OR FINES: \$100<sup>00</sup> Fine

*A conviction record does not necessarily disqualify you for consideration. Factors such as age at time of offense, nature of violation, and rehabilitation will be considered. The Martin County Board of County Commissioners retains the right to remove, at will, any appointee to a Board or Committee with or without cause.*

**EDUCATION/EXPERIENCE:** A resume is recommended to be attached containing this and any other information that would be helpful to the Board in evaluating your application. Resume or letter of qualifications attached? ☒ yes ☐ no

→ CONTINUED →

Education: MBA - Management + Organizational Development  
Case Western Reserve, Cleveland, OH

Employment Experience: see Resume

**Other experience** you feel would be helpful to the Board in making this appointment: \_\_\_\_\_

See Resume

Community Experience and Affiliations: Stuart Air Show ; LEADERSHIP M.C.  
Martin County CARES, Toastmasters

Other County Boards/Committees/Task Forces on which you have served: Treasurer: Stuart Air Show BOD  
VP: Martin County Leadership Alumni BOD Member: Palm Beach Area Mensa BOD

Do you or any member of your immediate family work for Martin County or hold a position that might conflict with your duties for this Board/Committee/Task Force? If yes, please explain: NO

**REFERENCES:** Please list two references:

Chuck Cleaver 772.475.1643 ccleaver@gmail.com  
Nick Blount 772.285.2003 nickblount@gmail.com

- Applicants may be required by State Law and County Ordinance to file a Financial Disclosure Statement as part of the appointment process.
- Under penalties of perjury, I declare that I have read the foregoing and that the facts stated in it are true. (Pursuant to Section 92.525 Florida Statutes, falsifying this application is a Third Degree Felony punishable by up to five years imprisonment and up to a \$5,000 fine.)
- Florida law prohibits an advisory board member from doing business with its agency (The County). Section 112.313(3) and (7), Fla. Stat.

→ Signature: Andrea M. Moore

Date: 02/06/2023

Applications must be filed with Martin County Administration, 2401 SE Monterey Road, Stuart, Florida 34996 **by Friday, February 24, 2023**. All information submitted becomes public record. If you have any questions, please call (772) 221-1352 or send email to [dgordon@martin.fl.us](mailto:dgordon@martin.fl.us).



# CINDY GROOVER, MBA, GG, DTM

<http://www.linkedin.com/in/cindygroover/>

📍 3271 SW Water Edge Way • Palm City, FL 34990 📞 (c) 305-999-0333 & (h) 772-283-6533 ✉ [cindygroover@gmail.com](mailto:cindygroover@gmail.com)

## CHIEF EXECUTIVE OFFICER

**Organizational Foundation ~ Business Development ~ Customer Service ~ Scalable Management Processes**

Dynamic, versatile, C-Level change-agent- with extensive experience in all aspects of business development within the jewelry industry and expertise in initiating, business process improvement, and strategic operations management with small and mid-size businesses. Proven ability to understand company objectives and align both goals and objectives to deliver actionable results. Possess extensive experience working in multi-cultural environments both domestically and internationally. Demonstrate expertise at implementing processes that improve efficiency and recognized as a dedicated professional who can plan and deliver innovative programs and solutions in a rapidly changing environment. Exceptional project management skills combined with proven ability to drive marketing strategy, manage and nurture talent, deliver sales growth, form strategic partnerships, and successfully implement and oversee complex projects. Superior strategist distinguished for proven leadership and team-building skills and excellent conflict resolution abilities. Accomplished in all areas of marketing from soup-to-nuts with keen ability to identify, build, and maintain key business relationships. Possess outstanding executive management skills that enhance productivity, and drive sustained organizational performance.

## NOTABLE ACHIEVEMENTS

- ✓ **LD Retail Group LLC:** Planned, designed, and launched branded ecommerce website.
- ✓ **Suberi Brothers LLC:** Successfully negotiated and executed the sale of assets from one of the foreign operations resulting in a significant increase in the bottom line.
- ✓ **Colombian Emerald International** –Developed and established Inventory Management and Margin process resulting in significant inventory turn and margin improvement.
- ✓ **International Jewelry Mfg.** – Exhibited effective turnaround management by taking over a factory on the verge of bankruptcy and turning it around within 18 months to profitable business. Project included becoming a Walmart certified factory, with ISO 9001 accreditation.

## AREAS OF EXPERTISE

Strategic & Tactical Planning • New Business Development • Negotiations • Market Research • Operations Best Practices • Customer Retention & Quality Assurance • Executive Recruitment & Management • Driving Key Performance Indicators • Brand Planning • Channel Marketing • Consumer Insights • Product Development • Profit & Loss B2B/B2C Marketing • Organizational Roadmaps • Budgeting & Forecasting • Talent Management Superior Leadership & Communications Skills • Market Trends • Competitive Analysis • Operations Management Project Management-All Levels • Process Improvement • International Business Operations • Human Resources Management • Jewelry Industry Expertise from Manufacturing to Retailing • ISO 9001 Implementation and Maintenance • “Cradle to the Grave” Product Life Cycle Management • Sales Cycle Management

## PROFESSIONAL EXPERIENCE

### AWSOLUTELY CONSULTING CORP

**President • 2015-2018**

- Collaborative Coaching with a focus on improving operational efficiency and profitability. Take it to the next level!
- A review of my previous positions reveals my level of diversity and experience in all aspects of business operations, with a focus on nuances inherent in the Jewelry Industry.

**LD RETAIL GROUP LLC**

**President • 2013-2015**

Oversaw, directed, and managed project launches of: [www.JewelryForever.com](http://www.JewelryForever.com) □ [www.anibelspring.com](http://www.anibelspring.com)

- Led strategic initiatives to institute elaborate and far-reaching brand management efforts to increase customer loyalty and satisfaction, revenue, and overall business metrics
- Spearheaded establishment of fulfillment center which included order processing and warehousing
- Implemented product sourcing tactics and plans to establish elite supply chain management operation
- Facilitated and managed strict budgeting and cash flow planning

**SUBERI BROTHERS, LLC**

**VP - Special Operations • 2007-2012**

**Special Project Management:** Spearheaded all creation, deployment and management of special projects

**Key Accomplishments**

- Collaborated with development team to implement computer system to integrate operations between overseas factory operations in India and Thailand with NY sales office
- Managed production and cash flow requirements for Thailand factory
- Oversaw budget planning initiatives and monitored results
- Member of BOD of Thailand Factory

**COLOMBIAN EMERALDS INTERNATIONAL**

**Chief Operating Officer • 2006-2007**

Controlled and directed operational functions related to purchasing, receiving and distributing jewelry product supplied to the Colombian Emeralds retail selling locations.

**Key Accomplishments**

- Organized and supervised supply warehouse, security, repair services and general administrative functions
- Devised strategic plans for the timely distribution of competitively priced fashion forward jewelry to ensure inventory turn met ROI objectives
- Member of Executive Committee responsible for establishing goals and objectives of organization

**INTERNATIONAL JEWELRY MANUFACTURING CO., LTD.**

**Managing Director • 2000-2005**

Factory Operations Management and Oversight: Led and directed all aspects of factory operations for location in Chiang Mai, Thailand; served as liaison for interaction with American customers.

**Key Accomplishments**

- Developed and implemented all sales and operating budgets
- Oversaw strategic cash flow planning, including collection of customer debt to ensure continuous funding of ongoing operations
- Strict oversight of all financial reporting to government organizations and shareholders
- Led effort to successfully achieve ISO 9001: Version 2000 accreditation and Thai Labor Standards (TLS8001:2003) Social Responsibility Act Compliance
- Served on the Board of Directors
- Initiated travel to related factory in India for six months to help execute initiative to implement "US" standards of production and Quality Control to help meet customer requirements with minimal rejections and associated costs from June 2005 to December 2005

**AURAFIN LLC**

Aurafin LLC was acquired by Berkshire Hathaway in 2007 and became part of the Richline Group. Handpicked and sent to acquire businesses with full responsibility of running the business during integration into the corporate offices.

**Vice-President - Merchandise Operations • 1997-2000**

Supply Chain Management: Oversaw and directed the receiving and distribution of all jewelry products purchased for stock and customer orders.

- Headed acquisition team responsible for several off-site operations and subsequent integration into corporate headquarters
- Introduced automated jewelry storage and retrieval process resulting in significant pick rate improvement, improved customer service and favorable inventory utilization results
- Internal ISO 9001 Team Leader responsible for coordination and communication of all ISO related procedures and audits
- Supervised 100+ employees including five direct report managers covering Quality Control, Receiving, Inventory Control, Repair Services, Returns Processing, Distribution and Shipping ▪ Created and implemented payroll and operating budget

#### **MAYORS JEWELERS**

Mayors Jewelers is part of The Watches of Switzerland Group as of 2017.

##### **Vice President - Merchandise Operations • 1996-1997**

Merchandise Operations: Improved and controlled all functions related to the purchasing, quality control and distribution of jewelry supplied to all the retail locations

##### ***Key Accomplishments***

- Established internal audit and inventory control process for merchandise receiving and distribution
  - functions
- Developed training/development program for Quality Inspectors
- Developed stock balancing process to facilitate movement of high value items
- Managed and reconciled consignment inventory
- Created and implemented payroll and operating expense budget
- Member of Executive Committee

#### **STERLING JEWELERS INC • 1975-1996**

##### **Vice President - Distribution/Repairs • 1990-1996**

**Note:** Became part of the Akron, Ohio Sterling "Family" because of their acquisition of KJI in 1990. Overall responsibility of all Merchandise Distribution Operations functions related to receiving, quality control, stock balancing, repair, manufacturing of diamond stud styles and distribution of all jewelry supplied to 1,000+ retail locations

##### ***Key Accomplishments***

- Developed jeweler classification and training system **resulting in a reduction of annual employee turnover of 55%**
- Streamlined merchandise processing procedures **resulting in 25% reduction in staff** requirements to maintain integrity of quality and inventory control
- Significantly **decreased employee turnover by 50%** through participation and implementation of salary equalization program resulting in market competitive wages and benefits
- **Supervised 300+ employees including five direct report Directors and Managers** covering Shipping, Mail Services, Stock Balancing, Quality Control, Receiving, Jewelry Repair and Distribution
- Oversaw and managed preparation and administration of **\$25M annual operating expense budget**

##### **VP - Merchandise Operations for Kay Jewelers • 1975-1990**

Operations Management: Directed and ran all merchandise receiving and distribution operations

##### ***Key Accomplishments***

- Established a statistical process for jewelry inspection
- Implemented merchandise repair vendor network to improve inventory turn
- Reduced inventory shrink to a record low by establishing an Inventory Control Department focused on inventory movement and proper supplier liabilities
- Oversaw individual buyer accountability through development of Open-To-Buy monitoring program
- Supervised 100+ employees

### **EDUCATION**

- **Master in Business Administration, Management/Organizational Development,** Case Western Reserve University-Weatherhead School of Management, 1993
- **Graduate Gemologist, Gemology,** Gemological Institute of America, 1992
- **Bachelor of Arts, Behavioral Science,** National-Louis University, 1990

### **PROFESSIONAL AFFILIATIONS**

#### **Toastmasters International**

- Member 2012 – Present
- Achieved Distinguished Toastmaster 2018

#### **Mensa**

- Member, 1986-Present

#### **Honors and Awards**

- Who's Who in America - 1997
- Who's Who in the World - 1998
- Who's Who of American Women - 2000
- Who's Who in the World - 2008

#### **LEADERShip Martin County, FL**

- Class #30 – 2019/2020 (Voted Class Representative)
- Vice President - Board of Directors 2022/2023