

Michelle N. Parvinrouh

Personal Objective: Spirited business professional with unfaltering integrity and over 30 years of professional experience in leadership roles and developing effective programs dedicated to further developing and growing my family's Gymnastic Academy through optimal business operations, staff training, quality, safe, and relevant programming, developing a love of recreational gymnastics within our community, and establishing a high performing competitive team.

Gym history and Personal Bio: My father, Nasser Parvinrouh was an Olympic gymnast and competed for Iran in the 1964 Olympics in Japan. At one time, he was ranked 16th in the world. Nasser established Nasser Gymnastics Academy in August 1970, making it the oldest gym in Alabama. He opened his first gym in Mobile in 1982. He built the gym that we're in now in 2000.

In March 2022, I gladly accepted my dream come true role to run Nasser Gymnastics Academy, Inc.

I grew up in the gym with my family and competed to level 5 before becoming a cheerleader (I know!) and competing as a part of the first Nasser All-star Cheerleading Squad. Before moving to Colorado in 2006, I spent her entire life in the gym, coaching my first classes when I was 8 years old. I've coached tumbling, cheer, and all levels of gymnastics fundamentals starting with 18-month-olds in mom & me classes all the way through preschool, school-age, teenage, and even adult classes. She's also coached competitive team levels 1-6 over her nearly 25-year tenure. I especially love coaching 3- & 4-year-olds, pre-team, and compulsory-level competitive gymnastics.

Key Responsibilities

- All Business Management, Operations, Legal, Financial Management, & Strategic Planning
- HR Management: Hiring, Firing, Training, Evaluating, Scheduling, Payroll & Taxes
- Program Management & Coordination: Rec & Team; Student Recruitment, Retention, & Advancement; Developing additional programs to attract more boys & special needs students, and increase community involvement.
- Marketing, PR, and Outreach: Develop collateral, signage and maintain newsletter & website
- Design and Coordinate Competition and Retail apparel
- Coaching & Advancement Evaluation

Key Milestones

Year 1: Optimize operations & implement coach training:

- Restructured operations for improved efficiency, accuracy, and customer service.
- Implemented online software management program; trained employees to utilize
- Developed required training programs for all staff

Year 2: Curriculum development for student retention & advancement & improve facility safety:

- Defined learning objectives and monthly goals for rec programs
- Implemented lesson planning requirements for every class
- Improved padding and replaced outdated and ineffective equipment

Years 3&4: Build business, grow competitive team, & renovate facility:

- Hired 2 full-time staff: Enrollment and Outreach Coordinator and Programs Assistant
- Began new recruitment events: Clinics & Open Houses
- Re-started Field Trips & Spring Festival Showcase event
- Developed Employee and Team Handbook
- Started Custom Curriculum, focusing on special needs students, homeschools, historically excluded demographics of students, adults, and seniors... so all may have access, at any age.
- Increased team from 20 to 50 in 3 years and have several state champion students and teams.
- Increased diversity among student demographics and socioeconomic circumstances.

*This is a truncated version of my work history. For more details, please view my attached Vitae.

Director - Since 2022
Nasser Gymnastics Academy, Inc.
Mobile, AL
Est: 1970
8,000 sqft facility
300 - 350 students

CHARACTER

Self-reliant | Committed | Honest
Solutions-oriented | Organized
Change-maker | People-oriented
Resourceful | Helpful | Hilarious

PARTICULAR SET OF SKILLS

Interdepartmental Coordination
Process Improvement
Project Coordination
Strategic Planning
Program Development
Operations Management
Financial Management
Compliance Management
Policy Writing
HR Management
Event Planning & Execution
PR & Marketing
Collateral Development

EDUCATION

Master of Business Administration
University of Colorado Denver
2007

Bachelor of Science in Business Administration, Marketing
University of South Alabama
2005

USAG COMPETITIVE COACH & CLUB SAFETY CHAMPION

- Safety Certification
- Fund. Gymnastics Instruction
- Safety & Response & Policy
- Tough Coaching or Emotional Abuse
- Coaching w/ Empathy
- Understanding Maturation
- Childhood Dev: PS - SA
- Concussion & Pro First Aid

CONTACT



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VITAE

Nasser Gymnastics Academy, Inc.
Director

March 2022 – Present
Mobile, AL

Organization Mission & Philosophy: Inspire Dreams. Motivate Champions.

Teach students to become healthy, happy, goal-oriented athletes. It is our top priority to provide children with a positive athletic experience in a fun, safe environment. Our progressive teaching method is designed to challenge our students to always strive to reach the next level, with the ultimate goal of producing successful competitive gymnasts who love and excel at the sport.

Primary role: Leader in all aspect of business operations and finance, developing and executing programs, outreach and recruitment and hiring and training coaches.

Responsibilities: All of them, including scrubbing toilets, and taking out the trash.

Innovation Portal
Executive Director

December 2019 – December 2021
Mobile, AL

Organization Mission: Innovation Portal (Portal) is a non-profit incubator and innovation hub accelerating startup growth in southwest Alabama and the central Gulf Coast. Portal provides a growth-focused space and community for entrepreneurs, innovators, and creatives to work and connect. In addition to amazing workspace, we provide targeted programming to encourage successful launch, development, and scaling of local ventures. We are building a diverse, inclusive, and dynamic startup ecosystem and value our strategic partnerships with community organizations and leaders.

Primary Role: Build a community-centered coworking space; recruit and support entrepreneurs in the region; develop effective programs to foster engagement, collaboration, and growth amongst local entrepreneurs; manage and facilitate funding through a Pre-Seed Fund, hire and train staff.

Responsibilities:

- **Company Operations:** Build and maintain internal operational systems for efficiency and optimal performance: business administration, operations management, people management and coordination, financial management, analytics, marketing and communications, strategic planning and implementation, and board support.
- **External Relations and Community Engagement:** maintain community visibility, act as the ultimate startup champion, develop local partnerships and alignment, engage and collaborate with state and national resources.
- **Startup Education and Coaching:** program development and execution: create and deliver funding events, entrepreneur networking opportunities, mentor startup teams; create, engage, and organize a mentoring program with various experts in the state; conduct pitch coaching and events.
- **Financial Development & Advancement:** Major gift management, donor prospecting, cultivation, and stewardship, pursuing and being awarded various grants to support the organization's mission, board coordination, and budget management and compliance.

TechWise
Executive Director, Business Development

August 2018 – October 2019
Colorado Springs, CO

Organization Mission: Provide expertise and solutions that enhance capabilities and promote the interests of the US and its Allies and friends.

Primary Role: Develop business opportunities to increase revenue.

Responsibilities:

- Build relationships with military customers and industry contractors
- Build teams for pursuit of contracting opportunities
- Pursue contracting opportunities and manage solicitation response process
- Manage current contracts
- Recruiting and placement of new employees for contract performance
- Employee engagement and performance management
- Build and maintain internal operational systems for efficiency and optimal performance.

Self-Employed
Professional Business Contractor

April 2015 – August 2018
Colorado Springs, CO

Completed Contracts:

- Exponential Impact: Program and Operational Specialist (Completed August 2018)
- Epicentral Coworking: Business Strategist (Completed August 2018)
- Blue Star Group: Organizational Strategist and HR Development (Completed June 2018)
- Blue Dot Place: Resident Policy Writing (Completed October 2017)
- Colorado Springs Regional Business Alliance – Sales and Membership Specialist (Completed 7/2016)
- Go Code Colorado – Community Coordinator (Completed 4/2016 and 4/2017)
- Peak Startup – Program Coordinator (Completed 12/2015)
- Third Sector Group – Business Strategist (Completed 10/2015)

Peak Startup
Executive Director

July 2016 – June 2018
Colorado Springs, CO

Organization Mission: Peak Startup cultivates the spirit of startup entrepreneurship. We facilitate the exchange of information by providing networking, mentoring, events, and educational programs that support the startup ecosystem, founders, and teams. We encourage startup creation and drive successful progression through the startup life cycle.

Primary Role: Turn around a nonprofit in decline into a position for growth and vitality. Redesign programs, restructure board and infrastructure, and improve community relations for effectiveness and maximizing positive impact.

Responsibilities:

- Company Operations: business administration, operations management, people management and coordination, financial management, analytics, marketing and communications, strategic planning and implementation, and board support.
- Financial Development: development strategy, donor cultivation and communication, major gift management, stewardship, board coordination, budget management and compliance.
- External Relations and Community Engagement: develop local partnerships and alignment, engage and collaborate with state and national resources.
- Startup Education and Coaching: program development and execution, mentor startup teams, conduct pitch coaching.

FoodEx Corporation
Interim Marketing and Business Development Director

January 2016 – April 2016
Colorado Springs, CO

Organization Mission: FoodEx™ is a startup that aims to dramatically reduce food waste and increase food donations to charities feeding the hungry by providing a digital market for grocery stores to sell surplus items to food service establishments at steep discounts.

Primary Role: Early-stage startup set up. Formulate community and customer relationships, sales process, marketing, and co-facilitate the customer development process.

Responsibilities:

- Creating and maintaining customer accounts
- Developing marketing strategies, community relations, brand strategy and value
- Developing and executing a sales strategy
- Collecting and analyzing customer data; Researching and analyzing market data and competition
- Assisting in overseeing in the customer, value proposition and product development processes

Cheyenne Mountain Zoo
Major Gifts and Planned Giving Manager

October 2014 – April 2015
Colorado Springs, CO

Organization Mission: A leader in conservation, captive breeding and animal care, Cheyenne Mountain Zoo connects people with wildlife and wild places through experiences that inspire action.

Primary Role: Manage fundraising for a midsize, nonprofit zoological society.

Responsibilities:

- Major Gift Management
- Planned Giving Management
- Capital Campaign Management
- Donor Prospecting and Cultivation

Insperty
Business Performance Advisor

February 2013 – October 2014
Denver, CO

Organization Mission: Help businesses succeed so communities prosper.

Primary Role: Identify, cultivate and attain new clients for a publicly-traded, nation-wide HR services company.

Responsibilities:

- Keep apprised of various business trends, especially in common and arising HR trends and strategic business operations.
- Act as a community advocate, providing volunteer and supportive efforts for the greater good; maintain approachable and open lines of communications to and from clients and other constituents.
- Build trusting relationships with prospective and current clients.; develop a prospective customer list generated by various methods; generate and follow up on various leads through existing networks and new introductions.; conduct meetings and presentations with prospective clients to explain benefits and value of Insperty's service offering; promote extended services to prospective and existing clients; Accomplish activity levels and sales goals determined through consultation with management.
- Complete bid paperwork in a timely manner and finalizes new client contracts; complete activity and pipeline reports and submits to management in predetermined time frames.
- Confer with Service Team to resolve client issues.

Bard Center for Entrepreneurship, University of Colorado Denver
Program Coordinator

February 2011 – February 2013
Denver, CO

Organization Mission: To serve as a cross-disciplinary new idea laboratory that educates and empowers graduates to act entrepreneurially.

Primary Role: Manage all operational functions and programs for self-funded, graduate-level entrepreneurship education center.

Responsibilities:

- Program Development and Operations:: Designed and implemented all aspects of programs based on climate needs and student interests. Developed various marketing and communication campaigns for regular and unique learning opportunities and events. Set-up, promoted and coordinate all courses and workshops. Vetted, awarded and monitored scholarship, degree and certificate opportunities and awards. Served as a trusted business advisor to students and alumni. Scheduled and maintained facilities as needed.
- Financial Management: Managed 20+ funds varying from tuition generated to gift funds. Ensured accurate accounting, planning, budgeting and reconciliation. Made all purchasing decisions for the Center while upholding strict compliance to fund allowances. Regularly created and presented various reports pertaining to scholarships, events, marketing and operational spending, trends and projections.
- Experiential Learning Development: Executed programs to enhance learning opportunities, community engagement and practical applicability of the academic program. Collaboratively oversaw and facilitated the incubation program and student-lead venture capital fund. Created a diverse network of resources for students and alumni needing specific and general business solutions.
- Event Coordination: Designed events to enhance the learning opportunities, community engagement and practical applicability of the academic program. Directed all aspects of event planning and execution for a diverse set of event functions including, speaker and fundraising events, the Business Plan Competition, various recognition and networking events.
- Community Cultivation and Development: Developed outreach strategies and conducted presentations on program initiatives, services, and solutions to cultivate existing and attract new students, donors and supporters. Ensured proper representation and exposure of program and services. Collaboratively conducted campaigns to generate support for new programs and services. Tracked all fundraising efforts and maintained all donor communications.

Business School, University of Colorado Denver
Program Assistant, Dean's Office

August 2007 – February 2011
Denver, CO

Organization Mission: We educate and empower graduates to succeed in the global economy. We create and disseminate knowledge relevant to academics and the community. In partnership with business, we help drive economic vitality.

Primary Role: Coordinate and provide support functions to all endeavors of the administrative office.

Responsibilities:

- Marketing and Communications: Collaboratively developed marketing and communication strategies. Composed internal and external announcements, invitations, emails, programs, brochures and other communications. Composed and coordinated alumni communications. Continuously searched for, explore and evaluate outreach challenges and opportunities.
- External Relations and Development: Coordinated all alumni relations and alumni advisory committee. Handled generation of correspondence related to the special Business School donor generated funds.

Cultivated relationships with various VIPs to the Business School including high-level business executives, political figures and community leaders.

- **Event Coordination:** Coordinated and assisted special events and meetings for the Dean's office. Lead and assisted with the operations of high-scale donor events, the Bard Center for Entrepreneurship's Business Plan Competition, alumni networking events, and strategic planning conferences.
- **Procurement and Fund Management:** Handled approved purchases. Submitted supporting documentation invoicing, deposits and reporting. Prepared expense and profit and loss reports. Created analytic reports identifying trends and offer suggested follow-up action items.
- **OPERATIONAL SUPPORT:** Provided general support to the dean's office. Served as the primary source of information for the Business School, liaison for other University offices, scholarship coordinator for all graduate scholarships and alumni relations strategist and manger.

TeleVox

Project and Account Manager –Intern

May 2005 - January 2006

Mobile, AL

Organization Mission: We help our clients connect with patients at the right time and through the most effective channels—including SMS text, phone, live chat virtual assistant, email, and postcards. The result is personalized, customizable messages that improve patient satisfaction, close care gaps, and drive revenue—all with less burden on staff members.

Responsibilities

- **PROJECT MANAGEMENT:** Identified and coordinated with various constituents within the company to define and outline current and ideal service delivery operations and times lines. Developed, controlled and monitored an interdepartmental tracking system for current and incoming client service needs. Integrated communicates among the various departments within the company to ensure timely and accurate service delivery. Changed the reactive service model to a streamlined and proactive strategic model once this process was implemented. System was able to identify bottlenecks and problem areas within internal operations and opened opportunities to expand and enhance various points of service.
- **CLIENT ATTRACTION AND ATTAINMENT:** Researched and developed new healthcare initiatives to attract new clients. Wrote and produced sample preventative healthcare call campaign messages and postcard copy for client review. Created, mailed, and recorded "Starter Kits" for potential clients.
- **INSIDE SALES AND SERVICE DEVELOPMENT:** Identified potential sales opportunities based on needs. Produced result reports for clients at completion of each campaign. Conducted further research by building comradely with clients to enhance experience, build trust and produce more successful business solutions.

Education

- **Master of Business Administration (M.B.A.)** - University of Colorado at Denver 2006 – 2007
- **Bachelor of Science in Business Administration, Marketing** - University of South Alabama 2003 – 2005
- **Associate in General Studies** - James H Faulkner State Community College 2001 - 2003