

PAUL REEVES

Operations & Business Management Leader

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PROFESSIONAL SUMMARY

Operations and business management leader with 15+ years of progressive experience directing fleet, parking, and business operations for a major research university and a national services firm. Proven record managing multimillion-dollar budgets and assets, leading teams of up to 65, implementing enterprise technology, and delivering measurable cost savings and revenue growth. Strengths span P&L management, strategic planning, process improvement, data analytics, and vendor and stakeholder relations — seeking a leadership role where broad operational expertise drives efficiency and results.

CORE COMPETENCIES

P&L & Budget Management • Operations Leadership • Strategic Planning • Team Leadership & Development • Process Improvement • Fleet & Asset Management • Vendor & Contract Management • Data Analytics & Reporting • Enterprise Systems Implementation • Cost Reduction • Financial Auditing • Customer Experience

PROFESSIONAL EXPERIENCE

Emory University

Atlanta, GA

Assistant Director, Fleet & Business Operations

Nov 2016 – Present

- Direct strategic fleet management for 585 vehicles across 5 Georgia locations (~\$7M total asset value) on a \$2M annual operating budget.
- **Reduced total fleet cost per mile 45%** — from \$1.78 (2018) to \$0.98 (2025) — through data-driven maintenance, replacement, and telematics strategies.
- **Right-sized the fleet from 664 vehicles (2016) to 585**, lowering asset-carrying and replacement costs while maintaining service across all departments.
- Lead the Fleet department (Fleet Manager, two Program Coordinators, and a Light-Duty Technician) and oversee business operations staff.
- Deployed a fully integrated fleet information management system (Fleetio, 2018) and fleet telematics (Verizon Connect/Reveal, 2019; transitioned to Geotab, 2025–26).
- Deliver annual strategic vehicle-replacement guidance to departments and schools across the university.
- Oversee internal business processes for Transportation & Parking Services, including monthly P&L audit and review, shuttle and parking data analytics, and senior-leadership special projects.
- Provide detailed fleet operations reporting to Emory University and Emory Healthcare leadership.

Manager, Business Operations

Aug 2014 – Nov 2016

- Led research and development of Emory's in-house strategic fleet management program for the university's white fleet.
- Directed development and transition of permit-parking billing integrations, improving process efficiency and accounting accuracy.
- Reported monthly, quarterly, and annual financial performance for parking, transportation, and fleet operations.
- Supervised three full-time salaried employees and one manager; built cross-functional relationships with subject-matter experts across the Emory University and Emory Healthcare enterprise.

Standard Parking

Atlanta, GA — Emory University account

Senior Facility Manager

Jan 2011 – Jul 2014

- Managed all daily parking operations across 14 facilities (13,000 spaces) with a team of 65 (54 frontline staff, 8 supervisors, 3 managers).
- **More than doubled annual visitor parking revenue — from \$2.1M to \$5.1M (+143%) over two years** — through strategic pricing, loss prevention, and rigorous daily financial controls.

- Led a service transformation from uniformed security staff to professional customer-service ambassadors across campus facilities.
- Launched an onsite mobile motorist-assistance program and reported monthly P&L to the Associate Vice President of Campus Services.

Facility Manager

Jun 2010 – Jan 2011

- Oversaw daily valet and self-park operations for a 246-room five-diamond hotel, 96 luxury condominiums, and 101,000 sq. ft. of office space; managed 28 staff and maintained Four Seasons Hotel and property-management client relationships.

Reach Out Youth Solutions

Stone Mountain, GA

Office Manager

Nov 2006 – Apr 2009

- Managed all operational functions — payroll, budgeting, IT, and HR — for a 501(c)(3) nonprofit; supervised three employees.
- Built and maintained relationships with 50+ vendors and contractors and ensured financial reporting compliant with all nonprofit regulations.

Six Flags Over Georgia

Austell, GA

Account Executive

Feb 2005 – Jun 2006

- Managed a \$1.75M corporate-ticket portfolio (110 accounts) and coordinated 49 corporate events; retained 97% of perennial accounts and added 48 new accounts.
- Received a letter of commendation from the Six Flags Regional Vice President.

Early Career: Lowe's Companies, Inc. — Appliance Sales Specialist / Crew Leader / Customer Service (2000–2004); Lenox Park — Exterior Landscaper (1998–2000).

EDUCATION

Bachelor of Business Administration, Management

Dec 2004

Georgia College & State University — Milledgeville, GA

PROFESSIONAL MEMBERSHIPS

NAFA Fleet Management Association • International Parking & Mobility Institute (IPMI)

VOLUNTEER & CIVIC ENGAGEMENT

President, North Forsyth High School Men's Lacrosse Booster Club (2024–2026)

Humanitarian Mission Member, Honduras Outreach International (2010–2013)

PERSONAL

Married with three children. Outside of work, I enjoy attending their sporting events and school performances and staying active in our community.