WILLIAM G. WATKINS III
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PROFESSIONAL SUMMARY

Operations and people leader with 20+ years of experience driving growth, turning around businesses, and leading cross-functional teams across financial services, technology, insurance, and retail. Known for bringing structure to complexity, developing people, and aligning operations with business goals. Trusted partner to owners and senior leaders across HR, finance, compliance, client service, and project execution. Founder & Principal of Watkins Strategic Solutions, providing hands-on leadership through defined projects, fractional support, and ongoing consulting work. Brings practical judgment and experience in lending, underwriting, portfolio management, financial analysis, and risk-sensitive operations.

CORE COMPETENCIES

Executive Leadership | Operations Management | People Operations | HR Strategy | Talent Acquisition | Employee Relations | Change Management | Process Improvement | Strategic Planning | Financial Analysis | Budgeting | AR/AP | Contract Management | Vendor Negotiation | Sales Support | Client Relations | Marketing Coordination | Project Management | Risk Awareness | Lending & Underwriting | Portfolio Management | Global Logistics | Facilities Management | Team Development | Performance Turnarounds

PROFESSIONAL EXPERIENCE

Founder & Principal
Watkins Strategic Solutions | Mount Pleasant, SC
January 2025 – Present

- Provide hands-on operational leadership for business owners and growing teams across operations, people and recruiting, financial administration, projects, registrations, and expansion.
- Scope and execute defined projects, fractional operations and HR support, and ongoing advisory work; coordinate stakeholders, improve processes, and follow through on agreed responsibilities.

Director of Operations & People
Electric Red, Inc. (International Technology Services Company)|Charleston, SC
August 2019 – December 2024

Led company-wide operations, HR, finance support, legal coordination, vendor management, sales support, and marketing coordination for a rapidly growing MSP / technology organization. Served as a strategic partner to ownership and a central point of accountability across nearly all business functions while helping scale the company from 15 employees to 42 at peak.

- Oversaw operations and people functions for the entire business, with direct or indirect responsibility for Legal, Finance, Bookkeeping, Sales and Marketing, HR, and Vendor Management.
- Scaled workforce from 15 employees to 42 at peak while supporting hiring, onboarding, performance management, employee relations, and retention during rapid expansion.
- Drove more than 150% revenue growth by supporting strategy, pricing, quoting, client onboarding, and service delivery alignment.

- Acted as a trusted advisor to ownership on company policy, organizational planning, culture, and sensitive personnel and business matters.
- Centralized HR processes and improved administrative efficiency through stronger systems, workflows, and communication.
- Designed and implemented a benefits strategy that increased employee participation from 50% to 85%.
- Led headquarters relocation from site selection through build-out and move-in, completing the project on time and under budget.
- Managed payroll support, invoicing, AR/AP, budget tracking, cost and margin analysis, and client billing accuracy.
- Drafted and reviewed NDAs, MSAs, sales agreements, partnership contracts, and internal policy documents in coordination with legal counsel and leadership.
- Supported marketing outreach, company communications, branding, and client-facing presentations.
- Coordinated domestic and international logistics including travel, visas, equipment procurement, shipping, and vendor relations.
- Represented ownership in meetings, public events, and client situations requiring discretion, stability, and executive presence.

Vice President – Licensed Financial Sales Manager
First Citizens Bank | Piedmont, SC
June 2015 – October 2018
Turned around an underperforming branch and led sales, operations, and team performance across a regulated banking environment. Managed branch profitability, developed team members, and served as a key relationship manager for small business, credit, deposit, and investment needs.

- Increased overall loan production by 85%, business loan production by 346%, wealth revenue by 109%, and mortgage fees by 104% year over year.
- Delivered a 911% increase in net profit while exceeding goals in 5 of 6 categories.
- Managed a branch team of 7 and supported licensed investment sales across two branches.
- Maintained near-constant 100% customer satisfaction while balancing production, service, and operational execution.
- Owned full P&L accountability, including staffing, expenses, fee income, and profitability.
- Served as primary point of contact for small business clients and supported investment and retirement planning across multiple branches.
- Recruited, coached, and developed talent while supporting leadership continuity and performance improvement.

Vice President – Branch Manager
The Commercial Bank | Honea Path, SC
March 2014 – June 2015
Managed home office branch operations and lending for a six-branch regional bank. Oversaw commercial, consumer, and mortgage lending while supporting profitability, portfolio quality, and operational efficiency.

- Managed a loan portfolio of $30M+ and provided leadership support across a home office team of 20+ employees.
- Underwrote and originated commercial, consumer, construction, equipment, and mortgage loans.

- Served as secondary-market mortgage lender across all branches through Quicken Loans.
- Led process improvements, staff development, and community outreach to strengthen branch performance.
- Supported system replacement efforts, including internal discovery, vendor coordination, and rollout execution.

Assistant Vice President – Licensed Branch Manager / Mortgage Loan Consultant
SunTrust Bank (now Truist)|Anderson, SC
December 2005 – March 2014
Supported mortgage and branch operations across multiple branches in upstate South Carolina. Built strong client relationships, increased branch performance, and helped transform underperforming teams into award-winning operations.

- As Licensed Branch Manager, transformed a non-performing branch into the Branch of the Year (first in branch history) by exceeding all six production goals, household growth, and total performance metrics.
- Led area in Wealth & Investment revenue and licensed banker production; served as Area Licensed Banker Champion, delivering training, conference calls, and best-practice sharing across the region.
- Maintained strict compliance with internal controls, risk management policies, and operational procedures while driving external sales and relationship growth.
- Managed mortgage operations and served as primary consultant across 10+ branches in upstate South Carolina for conventional, FHA, USDA, and VA loans (primary, secondary, and investment properties).
- Consistently recognized as top producer; averaged strong monthly closed-loan volume while delivering exceptional customer service.

Licensed Financial Specialist
Wachovia Bank (now Wells Fargo)|Anderson, SC
September 2003 – December 2005
Ranked #1 in the market for investment and insurance sales and referrals while consistently exceeding goals in deposits, loans, and investments. Built trust with customers through consultative sales, cross-selling, and relationship management.

Account Executive
Horace Mann Insurance | Anderson, SC
January 2002 – September 2003
Served educators and families with insurance, retirement planning, and annuity solutions. Built relationships, handled client needs, and communicated complex financial information in a clear and professional manner.

EDUCATION

- Greenville Technical College – Studied Business Administration & Management
- Isothermal Community College – Studied Information Technology
- University of North Carolina at Asheville – Studied Computer Science
- East Rutherford High School – Diploma - College Prep, NC Scholar, Honors