

Mark Beliczky

Operating Partner - Executive Operations & Revenue Growth



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RELEVANT EXPERIENCE

Mark Beliczky is a Partner in CXO Partners Executive Operations & Revenue Growth group. He partners with clients as an **interim CEO**. As a growth-minded, values-driven and people-centric business leader, Mark has a track record of transforming organizations, scaling operations, and building cultures of performance excellence.

Mark's career is distinguished by his deep involvement in strategic planning, and mergers and acquisitions across a variety of industries.

During his distinguished career, he served as **President & CEO** of **ProHome**, a third-party warranty management services for residential builders and developers. Mark successfully reorganized and launched a business development program resulting in a 400% growth in new customers, and a 20% lead conversion rate through sales funnel metrics, goal setting, and the addition of a sales director, marketing director, and director of technology.

As **Operating Executive Management, Consultant & Adviser** for **The Carlyle Group**, Mark successfully led the firm's national practice in asset development and operational excellence.

As **SVP** for **Sunrise Senior Living**, which served residents in more than 270 communities in the U.S. and Canada, Mark reorganized North American business units, including the successful acquisition and integration of a leading national firm, resulting in \$600 million in incremental revenue.

Mark also held senior operating executive roles with **PepsiCo, Yum! Brands, UBS, and Citigroup**.

EDUCATION

Loyola University, Seller School of Management, Executive MBA
Heidelberg University, BA
MIT, Certified Venture Mentor

PERSONAL STATEMENT

For the past 35 years, I have served as a President & CEO, CMO, executive advisor, senior operating executive and partner to private equity firms, Fortune 50 companies, small-medium sized companies and start-ups—always focused on unlocking value creation through clarity of purpose/mission/vision, strategic execution, and freeing people to lead.

I'm focused on leveraging my turnaround and transformation leadership skills on behalf of clients and using my demonstrated track record of restructuring companies to maximize value, profitability, and ROI.

I'm passionate about driving revenue growth, capturing market opportunities, and helping teams build lean cultures characterized by efficiency and operational excellence. My clients frequently note my strong commitment to purpose, vision, shared values, and culture to create performance excellence, focus, and growth-oriented organizations that deliver sustainable results.

PRACTICE FOCUS

STRATEGIC PLANNING & EXECUTION

- Company Purpose & Vision Development
- Company Strategy
- Customer Experience Strategy & Design
- Organizational Alignment
- Compensation & Incentive Plan Design
- Human Resource Allocation
- Strategic Negotiations
- Strategic Transformation
- Consolidation & Acquisition
- Partnerships & Strategic Alliances
- Structure, Systems, Reporting & Accountability

BUSINESS OPERATIONS & KEY INITIATIVES

- Technology Enablement
- Benchmarking & Performance Standards
- Profitability Improvement
- Process Improvement
- Change Management

GROWTH STRATEGY & EXECUTION

- Growth Strategy Design & Execution
- New Market Entry & Expansion
- Go-to-Market Strategy
- Product & Services Delivery Strategy
- Customer Success

SECTOR EXPERIENCE

B2B/COMMERCIAL SERVICES

- Building & Property Management
- Construction & Engineering
- Commercial & Residential Real Estate

CONSUMER & RETAIL

- Beverages
- Food Products
- Franchises
- QSR & Fast Casual
- Restaurants & Bars

FINANCIAL SERVICES

- Commercial & Investment Banking
- Private Equity & Venture Capital

HEALTHCARE

- Adult Day Care and Active Adult
- Healthcare Services
- Senior Living