

WILLIE WATKINS

1221 Dingle Road, Mount Pleasant, SC 29466 | +1-864-933-7076 | willie@williewatkins.me
www.linkedin.com/in/willie-watkins-6a79127

Executive Leader in Business Operations, HR, and Customer Success

Executive leader in business operations, HR, and customer success with a track record of scaling teams, systems, and revenue in tech, SaaS/MSP, banking and financial services environments. Director of Operations & People known for turning ambiguity into structure, growing headcount by ~180%, expanding operations into 11 states, and contributing to 150%+ revenue growth while maintaining compliance and profitability.

Core Skills

Business Operations | Strategic Planning | HR Leadership | Workforce Management | P&L Oversight | Customer Success | Process Optimization | Organizational Development | Compliance & Risk Mitigation | Vendor & Contract Management | Employee Relations | Change Management | Talent Acquisition | Performance Management | SaaS & MSP Operations | Multi-State Compliance

Experience

Director of Operations & People

Electric Red, Inc. – Charleston, SC | 2019 – 2025

- Expanded organizational headcount by ~180% and operations from 5 to 11 states while sustaining compliance, service quality, and profitability.
- Drove more than 150% revenue growth over tenure, partnering with ownership on strategy, pricing, and key client acquisitions.
- Secured and onboarded a marquee enterprise client, materially increasing company profitability and long-term revenue stability.
- Designed and implemented a comprehensive benefits strategy, expanding coverage and increasing employee participation from 50% to 85%.
- Centralized HR operations and built self-service processes, reducing administrative effort by 40% and improving documentation accuracy.
- Led end-to-end headquarters relocation (site selection, design, build-out, and move), delivering the project on time and under budget.

Vice President & Licensed Financial Sales Manager

First Citizens Bank – Piedmont, SC | 2015 – 2018

- Turned around an underperforming branch from 0 of 6 to exceeding all 6 performance metrics.
- Led a team of 6 direct reports while improving revenue, service scores, and operational performance.
- Owned full P&L accountability, optimizing staffing, expenses, fee income, and margin to drive profitability.
- Expanded scope to support licensed investment production across multiple branches, increasing investment and advisory revenue.
- Recruited, developed, and promoted talent into higher-level leadership roles.

Vice President & Branch Manager

The Commercial Bank – Honea Path, SC | 2014 – 2015

- Directed flagship branch and headquarters operations for a six-branch regional bank, leading 8 direct reports.
- Held direct lending authority across commercial, construction, equipment, and mortgage loans, managing a \$30M+ portfolio.
- Owned branch P&L and collections management, improving profitability and asset quality.
- Served as exclusive Quicken Loans representative for conventional mortgage production across six branches.
- Led core lending system replacement, overseeing internal discovery, vendor training, and enterprise rollout.

AVP - Mortgage Loan Consultant

SunTrust Bank (Now Truist) – Anderson, SC | 2012 – 2014

- Served as primary mortgage advisor for multiple branches, managing purchase and refinance transactions across all property types.
- Supported branch referral partners across a multi-location footprint while delivering high-touch client service.
- Leveraged deep financial services experience to drive repeat business, referrals, and long-term client relationships.

AVP - Licensed Branch Manager

SunTrust Bank (Now Truist) – Anderson, SC | 2005 – 2012

- Directed full branch operations across deposits, lending, investments, and profitability, leading 8 employees with full compliance accountability.
- Turned around a non-performing branch, improving results from below target to meeting or exceeding all 6 key performance metrics.
- Earned “Branch of the Year” recognition for sustained sales, investment, and operational performance.
- Ranked as a top producer in Wealth & Investment revenue and principal generation.

Licensed Financial Specialist

Wachovia Bank (Now Wells Fargo) – Anderson, SC | 2003 – 2005

- Ranked #1 in local market for investment and insurance sales and referrals.
- Advised clients across deposits, credit, investments, and fee-based products using a consultative approach.
- Served as mentor and trainer for new hires.

Education, Licensure & Professional Development

- **Continuing professional education in Leadership, HR Strategy, and Business Operations**
- **Formerly licensed:** FINRA Series 6 & 63; South Carolina Life, Accident & Health, and Property & Casualty
- **Coursework in Computer Science** — University of North Carolina at Asheville
- **Coursework in Information Systems** — Isothermal Community College
- **Coursework in Business Management & Administration** — Greenville Technical College
- **High School Diploma** — East Rutherford High School