

KEITH C. RICE

**400 Victoria Hills Drive
DeLand, FL 32724
Telephone 386-747-9560**

OBJECTIVE

To help people build a solid financial foundation and peace of mind by providing investment advisory and financial planning services.

AREAS OF EXPERTISE

**Investment Adviser
Debt Reduction
Sales and Marketing
Consulting and Client Service Management
Business Management
Program and Project Management**

EDUCATION, AFFILIATIONS AND CERTIFICATIONS

**MBA University of Central Florida
BS Civil Engineering University of Vermont
Series 65
Certified Financial Planning Executive Program University of Central Florida
Member of Financial Planning Association, Central Florida Chapter
Member of PEAK, an elite training and coaching organization of Financial Advisors
Certified Seminar Leader, "Transforming Debt into Wealth" by John Cummuta
Certified Crown Ministries Counselor 2001
Tony Robbins Wealth Mastery Graduate 2007
Miller and Heiman, Strategic and Conceptual Selling Training 2003-2004
Tom Hopkins Sales Champions Boot Camp 2001
Professional Engineer in Florida**

SALES AND OTHER EXPERIENCE

AECOM, Principal Engineer, 2006-2009

- Business Development Director for Florida East
- Client service manager for multiple Central Florida municipalities
- Direct and mentor numerous senior and junior level engineering professionals

Orlando Utilities Commission, Director, Chilled Water Services, 1997-2006

- Built startup business to \$15 million in gross revenue
- Received prestigious gold award from International District Energy Association in 2001 for fastest growing district cooling business in world
- Had primary interface with chilled water customers
- Direct responsibility for sales presentations, closing and delivering profitable chilled water projects
- Direct responsibility for strategic planning of the district cooling business unit
- Negotiated agreement terms and conditions with chilled water customers
- Developed and monitored budget
- Provided guidance, direction, and review of agreements with vendors, contractors and engineers
- Facilitated and led team building efforts including the development of financial pro-formas, technical solutions to problems, and overall personnel issues
- Direct responsibility for overall operations and maintenance including review of operations data, hiring, performance reviews, and other human resources duties as necessary
- Coordinated and directed chilled water marketing efforts
- Responsible for creating and implementing all aspects of the business plan including modifications when necessary

Orlando Utilities Commission, Project Administrator, Potable Water 1992-1997

- Primary responsibility was management of large water treatment plant projects within a \$180 million program
- Managed consulting engineers, design builders to insure projects are designed and built efficiently, both within the budget and schedule

Lochrane Engineering, Associate Vice President, 1989-1992

- Directed the Environmental Engineering Division which included a staff of five professional engineers and technicians, and three administrative personnel

City of Orlando, Director of Project Management, 1985-1989

- Directed a staff of eight professional engineers, a landscape architect, and two administrative personnel
- Delivered over \$300 million in civil engineering, wastewater and architectural capital projects

City of Orlando, Wastewater Project Manager, 1982-1985

- Managed and delivered over \$200 million in capital wastewater projects

Smith and Gillespie Engineers, Jacksonville, Florida, 1980-1982

Department of Environmental Regulation, Pensacola, Florida, 1978-1979

Prince Georges County Health Department, Seabrook, Maryland, 1975-1978