

Dr. Hector B. Lora Santana

Strategic Financial Partner with Balance of Operations and Financial Acumen

FINANCE & OPERATIONS PROFESSIONAL

Strategic and hands-on Accounting, Operations, and Systems Professional with 5 years of experience as a supervisor and Senior Level Manager with a proven ability to drive business growth through sound financial leadership; ability to clearly and concisely communicate financial information. Proven talent in managing and motivating teams of loyal and productive employees; a leader who uses a “fresh-thinking” approach to problem-solving consistently driving bottom-line performance through efficient operations and motivated employees.

Areas of Expertise

- Financial Management
- Budget Creation/Forecasting
- ERP / Dashboards / KPI
- Board Presentations
- Software & System Conversions
- Operations / Facilities
- Profit Responsibility
- Strategic Planning / Analysis
- Human Capital Management
- Contract Negotiation / Admin.
- New Revenue Generation
- Vendor Management
- Ecommerce / POS
- Public & Client Relations
- Audit Compliance

Key Skills Assessment

- Assisted in simultaneous Accounting, HR, and ERP software & system conversions resulting in increased efficiency, timeliness and accuracy of reporting

Professional Experience

SAINT PETERSBURG COLLEGE, ST PETERSBURG, FL

2020 – CURRENT

Saint Petersburg College is a public college in Pinellas County, Florida with multiple campuses offering two- and four-year bachelor degrees.

ASSOCIATE VICE PRESIDENT BUDGETING

Responsible for providing complex and senior level direction to the activities of an assigned administrative related department or program. Incumbents work in an administrative related department or function which enables the College to function fiscally, operationally, or administratively. Directs and supervises the planning and budget functions of the college in accordance with applicable laws, regulations, rules and procedures. Accountable for MM budget, Multiple revenue streams, Contract negotiations, Construction; Investment management; Vendor relationships and Long-Range Planning.

Key Contributions:

- Coordinates and implements the College’s Strategic Budget Planning and Assessment process;
- Provides leadership in financial planning, forecasting, projections, cost analysis, and budgeting for the College;
- Assists in the preparation of short- and long-term financial plans for the College;
- Ensures that financial and budgetary perspective is considered in all strategic, operational and policy issues;
- Analyzes financial data and makes recommendations to enhance business processes and profitability;
- Plans/conducts operational compliance audits;
- Plans/conducts college-wide risk assessment reviews;
- Participates in external sponsor inspections and/or audits related to financial compliance;
- Evaluates and monitors financial reports to ensure effectiveness and financial compliance for federally funded research. Monitors and audits commercially sponsored educational grants for potential financial conflict of interest;
- Responds promptly to detected deficiencies, develops corrective action and reports any deficiencies through established channels;

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- Investigates reported violations and ensures proper reporting of violations to duly authorized enforcement agencies as appropriate;
- Plans/directs contract administration and other compliance reviews, analyzes/interprets results;
- Develops action plans for strengthening or correcting departmental compliance as necessary, and verifies implementation of action plans through subsequent review;
- Works with the Board of Trustees, President, Vice Presidents and General Counsel on the development, evaluation, revision and interpretation of policies to ensure that policies are current and relevant, and to provide a framework for appropriate action by all employees, and representatives of the District;
- Performs monthly presentations to the Board of Trustees in regards to budget related issues;
- Provides management with key business recommendations based on quantitative and qualitative data and use of functional expertise;
- Maintains and controls Budget Planning and Financial Analysis systems;
- Develops and maintains key performance indicators/business measures for assigned areas;
- Keeps current on laws and regulations on areas of responsibilities and establishes procedures to accomplish the requirements.

UT SOUTHERN (FORMERLY KNOWN AS MARTIN METHODIST COLLEGE), PULASKI, TN 2019 – 2020

Martin Methodist College is a liberal arts college with multiple campuses offering advanced degree completion

ASSISTANCE VICE PRESIDENT FOR FINANCE

*Assist in all aspects of Accounting, Financial Planning, Human Resources, and IT services, Systems Implementation, and Operations; accountable for \$19MM budget, Cash and Inventory management, Multiple revenue streams, Contract negotiations, Construction; Investment management; Vendor relationships and Long-Range Planning
Planned organized, lead, and controlled daily invoices and vendor's relationship. Identify and leverage opportunities to provide a positive financial impact.*

Key Contributions:

- The re-engineered budget process, resulting in more accurate and timely metrics.
- Implemented new program revenues at the Community-School Bookstore. Supervise the Bookstore and the Movie theater staff.
- Supervise and coordinate business office staff.
- Exercise fiscal responsibility, strong financial acumen, and success in developing and implementing organizational efficiencies, cost-saving strategies, and securing resources that would ensure the continuing development of College programs.
- Originated best practices in the industry to streamline processes and procedures to ensure cost savings to the bottom line of the Martin Methodist College.
- Drove Multiple RFP processes – POS, and Software implementation
- Implemented new Software systems: ERP, Accounting, Payroll, Purchasing, and Bookstore
- Supervised construction of plant upgrades of the entire campus.

UT SOUTHERN (FORMERLY KNOWN AS MARTIN METHODIST COLLEGE), PULASKI, TN 2015 – 2019

DIRECTOR OF BUSINESS SERVICES & ACCOUNTS PAYABLE SUPERVISOR

Provide Breakeven Analysis, serve on various college committees, update bookstore website, design advertising and implement revenue generation opportunities for the bookstore, assess vendor spending and provide analysis, voucher entry, and maintain the Purchase Order process through completion of vendor payments. Generate and disburse vendor payments with proper coding, minimum of twice a week. Determine, create, and maintain all aspects of the Fixed Asset process to meet Auditing standards and provide auditor required reports including, but not limited to: lease accounting, depreciation, and voucher payments, and account reconciliation and closing reports. Research opportunities and cost savings of technologies to make Accounts Payable paperless. Participate in all aspects of registration, including the general processes of financial aid, academic charges, payments, and the billing process, meet deadlines for month-end close, and reconciliation of accounts. Provide processes and financial aid planning for International Programs that leverage both the student financial position and the institution's financial position. While also providing Internal Audits to each of Martin Methodist College's revenue-producing areas to reduce unsafe practices and create a stronger understanding of "best practices" regarding customer information protection, fraud prevention, and increased revenue generation.

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Key Contributions:

- Upgrade of the accounts payable process, resulting in more accurate and timely metrics.
- Implemented new programs to accurately reduces the line of credit usage.
- Drove Multiple RFP processes to select auditors' firms, vendors, improve cost savings,
- Implemented new Software systems: ERP, Accounting, Payroll, Purchasing, and Bookstore
- Supervised construction of plant upgrades expenditures of the entire campus.

UT SOUTHERN (FORMERLY KNOWN AS MARTIN METHODIST COLLEGE)
PRESENT ADJUNCT INSTRUCTOR, BUSINESS.

2015 – CURRENT

Teaching areas: Organizational behavior, business ethics, international business.

UT SOUTHERN (FORMERLY KNOWN AS MARTIN METHODIST COLLEGE)
ASSOCIATED HEAD SOFTBALL COACH

2010 - 2015

Planned organized, lead, and controlled: daily team practice and conditioning, the human and non-human capital. I lead and supervise 35 people. <https://utsfirehawks.com/landing/index>

ADDITIONAL EXPERIENCE INCLUDES CULINARY AND CONSTRUCTION INDUSTRIES

Education & Training

2017- 2020- Doctoral of Business Administration Concentration in Finance. (Walden University)

2020-21- Scholar Publication Small Business Institute (Lora, H., & Roussas, S. (2021). *Strategies for Rural Small Startup Business Success. Small Business Institute® Conference Proceedings, 45(1) – Spring 2021*)
[http://smallbusinessinstitute.biz/resources/Documents/SBI2021Proceedings%20\(002\).pdf](http://smallbusinessinstitute.biz/resources/Documents/SBI2021Proceedings%20(002).pdf)

2016 – 2017 - Bridge program for accounting classes. (Completed 18hrs hours of accounting classes (The University of Alabama at Birmingham).

2011-2013- Attained Master in Business Administration December 2013. (University of North Alabama).

2008- 2010 – Attained Bachelor in Business Administration December 2010. (Martin Methodist College), Magna Cum Laude.

2009-2010- Obtained Diversified management certifications.

Software Expertise

Financial Edge | Raiser's Edge | Full MS Office Suite MBS POS | Crystal Report Writer | Best Fixed Assets | QuickBooks | Web Purchasing

Professional Affiliations/Leadership Training

National Association of College & University Business Officers (NACUBO)
Tennessee Independent Colleges and Universities Association (TICUA)
Giles County Leadership