

## Paul S. Ohr

Irvine, CA 90008 • (917) 434-6858 • paul.s.ohr@gmail.com

---

Strategic business leader with finance, management consulting & sales operations expertise.

Financial Operations | Strategic Planning & Forecasting | Bespoke Data Analytics  
Revenue Management | Management Consulting | Sales Process & Business Intelligence

### EXPERIENCE

---

**Choicehotels.com, Irvine, CA**

**2017-Current**

#### **Revenue Manager**

*Manage portfolio of properties in Southern California by executing revenue management functions - forecasting, pricing, yielding, & channel management across sites.*

- Lead cross-functional teams in analyzing financial performance, selling strategies & market trends. Facilitate reporting & analysis for revenue meetings – Daily Report, Segmentation Report, SmartRates, pricing positions, market shops, STR, Hotelligence.
- Provide recommendations to business teams spanning marketing, pricing, product, sales. Implement strategic initiatives & develop analytics to analyze data & opportunities.
- Facilitate process improvement initiatives & improve automation with external vendors. Create custom reference guides utilized across the department.

**Charlie & Friends Consulting, Los Angeles, CA**

**2014-Current**

#### **Managing Director**

- Built business case & financial models for online subscription model for celebrity driven coffee brand. Create strategic plan & market analysis regarding forecast & COGs.
- Finance, planning & analysis, & forecasting for sell-side acquisition of CPG. Deep dive on COGs & functional P&L with ongoing initiatives.
- M&A integration project management for SaaS start-up acquired by telecom. Managed forecast, pricing & customer negotiations in Salesforce to parallel evolving business priorities. Developed key metrics on client churn & profitability.
- Built digital, media analytics model to maximize revenue, pricing, sell through & eCPM for the leader in digital, automotive publishing.
- Facilitated international workshops on business & sales fundamental. Subjects included finance, sales & leadership skills.

**WebMD.com, New York, NY**

**01/14-10/14**

#### **Finance & Media Sales Operations Manager**

*Managed media analytics for sales, marketing, planning & operations across products.*

- Increased profitability by creating one source of financial truth across cross-functional business requirements for Product, Sales, Finance & Operations to optimize revenue & pricing utilizing Salesforce.
- Managed pricing & yield strategies across current products & new business development that improved forecasting & inventory with more transparency & automatization.
- Analyzed sales pipeline for forecast, budget & actuals focusing on client churn & industry market analysis which increased incremental revenue.

## **Paul S. Ohr**

**Hertz Corporation, Park Ridge, NJ**

**2012-2013**

### **Revenue Manager**

*Managed cross-functionally, focusing on the world's largest rental car market, by executing revenue management functions - forecasting, pricing, yielding, supply chain & fleet.*

- Increased revenue & utilization by creating a customized planning model that bridged multiple systems & incorporated KPI, while maintaining competitive pricing benchmarks & industry outlooks.
- Launched pricing strategy for new brand Firefly to grow consumers in the budget segment. Partnered with Operations, Marketing, Fleet & Sales to create consensus.

**J.P.Morgan, New York, NY & San Francisco, CA**

**2000-2011**

*Progressive promotions & executive positions. Investing banking, CFO & management consulting expertise in capital markets, asset management & operations.*

### **Vice President Strategy, Finance, Planning & Sales**

**2007-2011**

- CFO responsibilities for line of business. Managed \$600 million sales & financial discipline for Asset Management Institutional Sales & Marketing; Responsibilities included budget, monthly forecast & reporting, management presentations.
- Executed internal consulting projects across the firm - created, managed & implemented customized operating models for business functions to maximize opportunities & productivity. Led HR merger office workstream for human resource tracking database & MIS reporting.

## **EDUCATION**

**California State University, Fullerton**

**Fullerton, CA**

- Masters in Science in Instructional Design & Technology

2019

**University of California at Berkeley**

**Berkeley, CA**

Bachelor of Arts in Psychology

## **SOFTWARE**

- MS Office, Hyperion, Oracle, Salesforce, SAP, Cognos, Tableau, Great Plains, Yieldex, Omniture, PROS, Quickbooks, Captivate.

## **CERTIFICATIONS, LANGUAGES & HOBBIES**

- MBTI certified, Yoga teacher, Conversant in Korean, Avid surfer.