

# RYLINN PUBLISHING , LLC

## **Jim R. Sapp, Profile**

- ENTREPRENEUR OF THE YEAR •
- NATIONAL BLUE CHIP AWARD RECIPIENT •

Available for Consulting Services.

Extensive background in Business Development, Finance, Operations, Sales & Marketing, and Human Resources.

## **CAREER HIGHLIGHTS**

### **EXECUTIVE CONSULTANT TO NEW AND GROWING BUSINESSES**

Led multiple company start-ups, forming strategic marketing implementation and operations procedures. Developed growth, operations, exit strategies. Developed retail platform for "Fortune 50" company. Implemented change management in finance operations. Managed \$15M financial lease portfolio.

### **FOUNDED SEVERAL LUCRATIVE COMPANIES**

Prepared business plans, obtained financing, and oversaw startup. Secured functional management staffs or sold businesses for profit.

### **CREATED SUCCESSFUL WEBSITES**

Invented [www.rigfinder.com](http://www.rigfinder.com) linking owner/operators to tractor trailer inventory; [www.esapp.com](http://www.esapp.com) providing international business consulting services; [www.sappbiz.com](http://www.sappbiz.com) promoting book and audio sales; and [www.americanSBI.org](http://www.americanSBI.org) educating small businesses by providing referrals to financial lending and leasing institutions.

### **SERVED AS PRIMARY CHANGE AGENT IN DYSFUNCTIONAL LEASING COMPANY TURNAROUND**

Purchased company, redesigned operations strategy, and executed successful redevelopment. Generated profits within nine months, maintained +15% annual earnings, and turned around completely within four years.

### **AUTHOR**

Wrote first in a series of three books to be published summer, 2004 giving entrepreneurs the tools needed to set-up, launch, and successfully run their first business.

## **EXPERIENCE**

### **American Small Business Institute, 2004-Present**

Founder and Director

Nonprofit organization devoted to nurturing small business entrepreneurs

- Provides growing businesses with education and referrals to lending and leasing institutions
- Publishes small business news articles

### **Rylinn Publishing LLC, 2003-Present**

President

Publisher of American Dream Series

- Three book series providing guidelines for how to start and operate a small business
- First book Starting Your First Business: Gain Independence and Love Your Work published in June, 2004

### **eSapp Consulting LLC, 1995-Present**

President

Provides international business consulting services

- Designed and implemented functional business plans
- Developed growth, operations, and exit strategies
- Implemented change management procedures
- Executed Merger and Acquisition plans
- Established marketing strategies
- Produced double-digit sales increases
- Created of [www.esapp.com](http://www.esapp.com) website

### **DBRLeasing, 1995-2000**

President

- Created [www.rigfinder.com](http://www.rigfinder.com) website
- Established financing and lease lines for small and medium-size companies
- Oversaw underwriting procedures, origination of documents, and collections
- Synchronized sales and operations at three locations

### **Indy Lube Service Company, Inc., 1985-1995**

Founder/President, 1985-1989; President / CEO, 1989-1995

- Expanded Indy Lube chain to 22 stores in IN and MI
- Formulated complete franchise concept, obtained license, and registered trademark
- Marketed franchise sales and facilitated unit growth
- Oversaw corporate expansion rate exceeding 131%

### **HealthCo International, 1980-1989**

Sales Representative

- Retained #1 Regional Sales Rep status for six consecutive years
- Opened first retail mall dental center in Indiana

## **EDUCATION**

MBA Equivalent, MIT-Birthing of Giants, Entrepreneurial Leadership Program, Bachelor of Science, Psychology, University of Nebraska, Lincoln, NE, Stanley K. Lacy Leadership Education Graduate, 2002, Indianapolis, IN